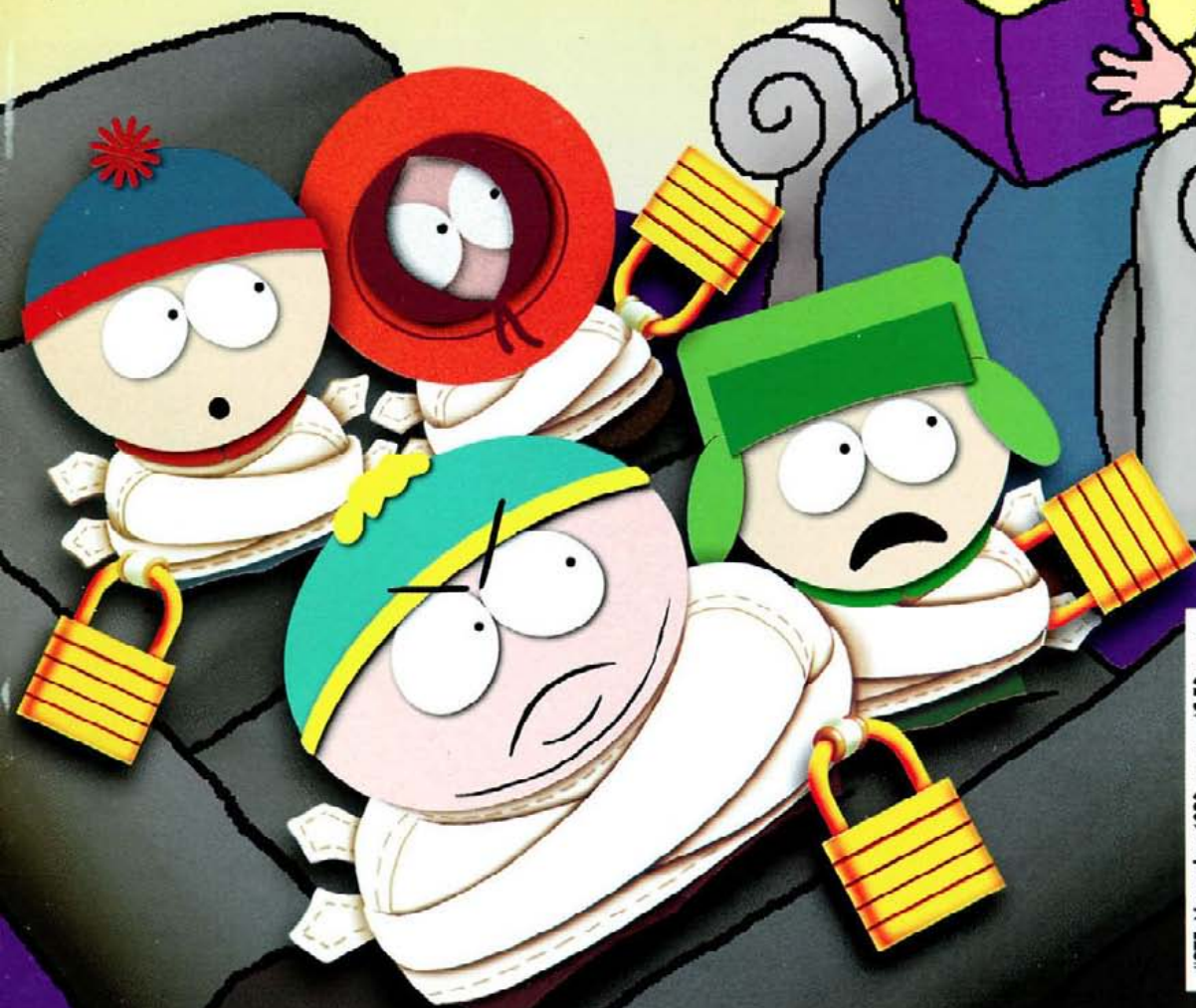




**EXCLUSIVE! THE CLINTON PRESIDENTIAL LIBRARY**

# MAD<sup>®</sup> IND

**DR. KATZ**  
VS. THE SICK MINDS OF  
**SOUTH PARK**



#375 November 1998 Our Price \$2.50 Cheap!

\$3.75 CANADA







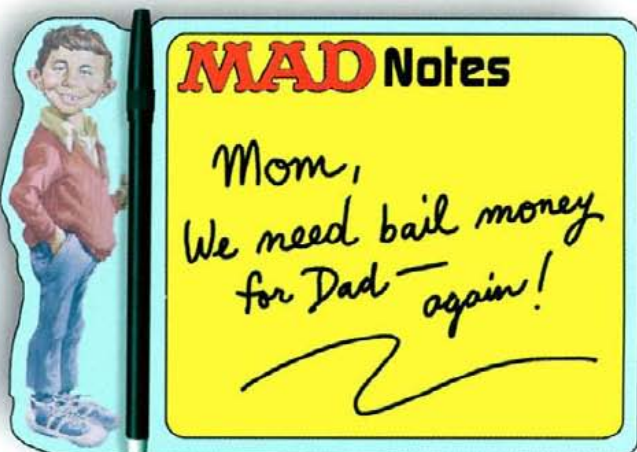
# Haunted by the Ghost of Christmas Presents?

## GIVE A GIFT, GET A GIFT AND SAVE MONEY!

Subscribe to **MAD** now and with your paid subscription we'll send you 12 dumb issues, plus a special gift — a FREE, full-color Erasable **MAD** Memo Board and Pen! But WAIT! If you also send a gift subscription to a friend (or, better yet, enemy), we'll send them 12 dumb issues, plus the full-color Erasable **MAD** Memo Board and Pen too! AND we'll knock \$2.00 off the regular gift subscription price!

*Ho ho ho! Fa fa fa!*

So don't wait for some fat guy in a red suit to drop down your chimney! Order now!



Remember: With your paid subscription you'll receive this FREE Erasable **MAD** Memo Board!

## SUBSCRIBE TO MAD

VISA or MASTERCARD ORDERS

## CALL 1-800-4-MAD MAG

BE SURE TO MENTION CODE SCAR9 TO RECEIVE YOUR FREE GIFT!

MON - FRI 8 A.M. - 11 P.M. Eastern Time 9 A.M. - 6 P.M. SAT  
U.S.A. And Canada Orders Only!

OR USE ONE OF THE ANNOYING POSTPAID CARDS  
INCONVENIENTLY STUFFED SOMEWHERE IN THIS  
ISSUE TO GET YOUR MAD SUBSCRIPTION ROLLING!

IF POSTPAID CARD IS MISSING WRITE TO:

**MAD P.O. Box 52345, BOULDER CO 80322-2345**

# MAD

NOVEMBER NUMBER  
1998 375

William M. Gaines  
founder

Jenette Kahn  
president & editor-in-chief

Paul Levitz  
executive vice president & publisher

Nick Meglin & John Ficarra  
editors



#### Editorial:

Joe Orlando consulting editor

Charlie Kadau & Joe Raiola senior editors

David Shayne associate editor

Amy Mavrikis assistant editor

Dick DeBartolo  
creative consultant

Annie Gaines managing editor

Dorothy Crouch vp-licensed  
publishing and associate publisher

#### Art Department:

Nadina S. Simon acting art director

Leonard Brenner graphics consultant

Thomas Nozkowski production

Marla Weisenborn production assistant

#### Circulation:

Daniel Brown director-business development  
& mass market sales

#### Administration:

Patrick Caldon vp-finance & operations

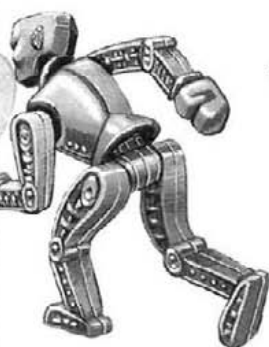
Lillian Laserson vp-legal affairs

Bob Rozakis executive director-production

Contributing Artists And Writers  
the usual gang of idiots

MAD (ISSN 0034-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodic postage paid at New York, N.Y., and at additional mailing offices. Subscriptions in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 1998 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change or address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 52145 Boulder, CO 80322-2145. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.



LETTERS AND TOMATOES DEPARTMENT:  
Random Samplings of Reader Mail...2

OH MY GOD—THEY ANALYZED KENNY! DEPARTMENT:  
Dr. Katz, Professional Therapist Moves to South Park...4

LOLLI-GAG DEPARTMENT:  
One Fine Day at the Candy Store...9

ALTERED EGOS DEPARTMENT:  
MAD Morphs...10

REVISES DO LITTLE DEPARTMENT:  
Updating Classic Toys...12

ANGSTER'S PARADISE DEPARTMENT:  
Monroe &...Halloween...14

WE BRING YOU FLEETINGS DEPARTMENT:  
The ABC's of 15 Minutes of Fame Volume II...17

A SWORDED AFFAIR DEPARTMENT:  
Duck Edwing Takes Off the Mask of Zorro...22

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT:  
Uncle Sneeze's House of Beepers and Cell Phones...24



"The psychiatrist's office is where you say what you think and be told what you mean." — Alfred E. Newman



ASSAIL TO THE CHIEF DEPARTMENT:  
Proposed Features of the William J. Clinton Presidential Library...26

THE SCHMUCKS STOP HERE DEPARTMENT:  
Melvin and Jenkins' Guide to the Rules of the Road...29



JOKE AND DAGGER DEPARTMENT:  
Spy Vs. Spy...32

READIN', RIOTIN' & 'RITHMETIC DEPARTMENT:  
Tipoffs That you Go to a Really Tough School...34

SERGE-IN GENERAL DEPARTMENT:  
A MAD Look at Dentists...37

THE TRUTH IS IN THERE DEPARTMENT:  
Instant Movie Reviews: The Sequel...40

GREAT BALLS OF DIRE DEPARTMENT:  
"Ahm-A-Gettin' (The Hell Outta Here!)"  
(A MAD Movie Satire)...42

GRIEVING LAS VEGAS DEPARTMENT:  
MAD's Celebrity Cause-of-Death Betting Odds...48

MARGINAL THINKING DEPARTMENT:  
"Drawn Out Dramas" by Sergio Aragones...  
Various Places Around The Magazine

# PWANGGAGA



GLOOK



FRONT COVER ARTIST: SAM VIVIANO





**MAD #376  
ON SALE  
NOVEMBER 17!**



## THIS GUN'S FOR IRE

Young people reading your magazine may be misled by misstatements of facts. I refer specifically to the story "If Bill Clinton Had Been President Through History" (MAD #371). You say that John Wilkes Booth fired a flintlock derringer and that Matthew Brady photographed flintlock weapons. No! Percussion caps had mostly replaced flintlocks by the Civil War. Booth's derringer was a .44 caliber that used percussion caps.

Andrew Lutes  
Mansfield, OH

**Drewski** — After reading your historical masterpiece of a letter we wanted to put a flintlock .45 Magnum to our head! In fact, if Lincoln himself had read your letter he would have removed his stovepipe hat and blown his own brains out, successfully eliminating middleman Booth! Your name is Dr. Mudd around the MAD offices, history boy! —Ed.

## HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 375, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

## BETTER TRANSLATE THAN NEVER

On the Letters Page in Issue #371, a man named Tom Anderson writes that he had a short conversation in English with Antonio Prohias. This might not be the truth, because from what I understand Mr. Prohias spoke no English.

Erik Staiger  
Riverside, CA

Muchas gracias por tu lettero, Eriko!  
Su el wrongo! Señor El Tom es correcto!  
Señor Prohias esta muy fluento en el  
toungeo Ingles! Tu es loco en la cabeza!  
Ciao! —Eduardo.



## MAD BLURBS

Actual quotes that  
prove the world is going MAD  
**This Month: John Goodman**

"Moving briskly across Madison Avenue, he passes the offices of MAD, the magazine that formed his boyhood consciousness. In the backwater of Affton, Missouri, MAD was the only cultural event of the month. 'I got my education from MAD,' Mr. Goodman says. 'If I didn't get a joke, I'd consult the encyclopedia.' From MAD he learned smart-aleck skepticism, suspicion of authority figures and Yiddishisms like furshlugginer (sic) and potrzebie."

— Excerpted from the New York Times, March 8, 1998. Written by Franz Lidz.

## MAD CELEBRITY SNAPS? YOU DECIDE

A MAD conundrum! Rarely has a decision so divided MAD's editorial staff as did this month's hat trick of "Celebrity Snaps." The controversial question is this — Do Howard Stern's lackey Jackie "The Jokeman" Martling, former child actor Butch "Eddie Munster" Patrick and that big guy who played Chief in *One Flew Over the Cuckoo's Nest* qualify as genuine, bonafide celebrities? We're at a loss, so you decide! Fill-in the coupon to determine which, if any of these lucky readers will get a free celebrity snap subscription!

Howard Stern's lackey Jackie "The Jokeman" Martling	<input type="checkbox"/> yup, he's a celeb
	<input type="checkbox"/> nope, no way no how
Former child actor Butch "Eddie Munster" Patrick	<input type="checkbox"/> yup, he's a celeb
	<input type="checkbox"/> nope, no way no how
That big guy who played Chief in <i>One Flew Over the Cuckoo's Nest</i>	<input type="checkbox"/> yup, he's a celeb
	<input type="checkbox"/> nope, no way no how

Send coupon or facsimile to:  
The MAD Conundrum Attn: Amy  
1700 Broadway  
New York, NY 10019

All Ballots Must be Postmarked  
By November 15, 1998!



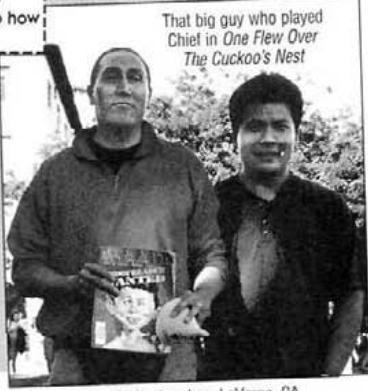
Jackie "The  
Jokeman"  
Martling

Sent in by Chris Root, Eastlake, OH



Butch  
"Eddie Munster"  
Patrick

Sent in by Greg Dwyer, Davenport, IA



That big guy who played  
Chief in *One Flew Over  
the Cuckoo's Nest*

Sent in by Jerry Lee, LaVerne, CA



**SUPER SPECIAL  
#133 ON SALE  
NOVEMBER 17!**

**FAX MAD AT  
(212) 506-4848!**

**SEND ALFRED E-MAIL  
VIA AMERICA ONLINE!  
KEYWORD:  
MAD MAGAZINE**

**VISIT THE MAD  
WEB SITE!  
<http://www.dc.comics.com/mad/>**

## PUTTING IN HIS 99¢ WORTH

I just read the "Merely 99¢ Store" flyer (MAD #371). You perfectly described a dollar store in very good detail. Did the writer of this parody actually go into a dollar store to research it, or is he like me and shops in one every week?

Danon Hall  
Chadwick, MO

Dano — Unfortunately, due to the stingy pay rates set by the corporate weasels for MAD writers, 99¢ stores are a touch beyond writer Scott Malko's limited means! Scott's more of a church rummage sale and \$1.99 all-you-can-eat buffet kind of guy! Look for Scott at your next church potluck dinner. He'll be the one trying to sneak out with a pork chop in his pants! —Ed.

## STRIKE A POE

In MAD #372, you printed a spoof of Poe's classic poem "Annabel Lee" ("The Stalking of Pamela Lee"). Being a classic literature lover, I should have been repulsed that you would print such an insult to the greatest writer in history, but I loved it!

Kristi Usher  
Royal Oak, MI

Usherette — We couldn't agree more that Poe is one of the greatest writers in history. In fact, he is number four on our list of the six greatest writers in history. In case you're interested, our other five (in no particular order) are: Jackie Collins, Anonymous, Scott Malko, "Ziggy" creator Tom Wilson and Noah Webster. Thanks for writing! See ya at the library! —Ed.

## "SOUTH PARK TOYS AND PRODUCTS"

You made a huge error in "South Park Toys and Products Coming to a Shelf Near You" (Issue #371). On page six, you show Mr. Garrison on the Trivial Pursuit product. It shows Mr. Garrison with Mr. Hat on his left hand. On the show, Mr. Hat is on his right hand.

Donald Ford  
Dallas, TX

Donny — Thanks for writing! We have one question for you: where's your hand?! —Ed.

## ATTENTION SUBSCRIBERS!

For all subscription-related matters (including change of address) in the U.S. and Canada, please call 1-800-4 MAD MAG or write P.O. BOX 59345, Boulder, CO 80399. 2345! Please DO NOT phone, write, fax or e-mail our New York office — we're too dumb to help you there!



**#1 IN A SPANKING NEW SERIES!**  
Will there be a #2? Depends on whether enough schmucks out there (like you!) buy #1!

**BUY IT NOW! THE  
FUTURE OF THIS  
FRAGILE NEW SERIES  
IS IN YOUR HANDS!**

**ON SALE  
NOW!**

## ALL THE FUN OF THE MOVIES, ONLY WITHOUT THE STICKY FLOORS!

**Ecch-rated satires of nearly 40 Warner Bros.  
films, perpetrated by the Usual Gang of Idiots!**

### Critics rave:

"Every once in a  
while a book  
comes along. This  
is such a book!"

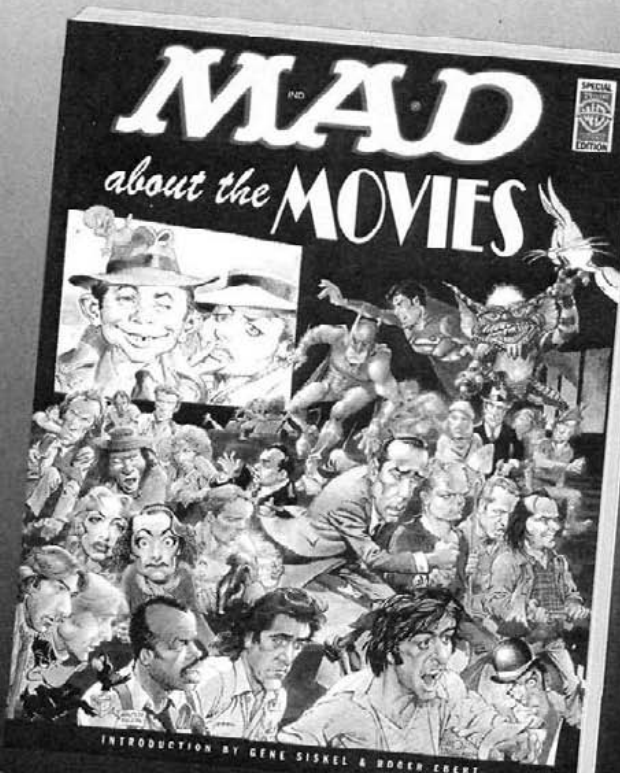
Hecky Peckersmith,  
Peckersmith Press

"I love this book!  
It's hilarious!"

Herb Stickel, Herb's  
Favorable Review  
Service, Inc.

"From beginning  
to end, it was  
one page after  
another!"

Max Korn, The Max  
Korn Entertainment  
Newsletter



**On sale now at your local bookstore!**



OH MY GOD — THEY ANALYZED KENNY DEPT.

IT TOOK THEM OVER A DECADE, BUT COMEDY CENTRAL HAS FINALLY HIT IT BIG! THEIR CRUDELY ANIMATED SQUIGGLEFEST, "DR. KATZ, PROFESSIONAL THERAPIST," HELPED PUT THE CHANNEL ON THE MAP, AND

# DR. KATZ, PROFESSIONAL SOUTH



**Mr. Hanky, The Christmas Poo**  
says "Heigh-dee-Hi, Boys and Girls!  
**EAT ME!!**  
**The Mr. Hanky Chocolate Bar"**

*Goin' down to South Park,  
Gonna leave good  
taste behind!*

**BATHROOM HUMOR EVERYWHERE,  
CHEESY, THIRD-RATE ANIMATION!**

Insert  
HOMOPHOBIC  
REFERENCE-  
of-the-week  
HERE

STOP

SOUTH PARK

KATHIE  
LEE —  
ALMOST!

**SOUTH  
PARK**  
THIS EXIT

KENNY

KENNY

KENNY

KENNY

KENNY

KENNY



THEIR EVEN MORE CRUELY ANIMATED SWEARFEST, "SOUTH PARK," MADE IT FAMOUS! PROBLEM IS ALL THEIR OTHER SHOWS ARE TOTAL CRAP CAKES, WHICH IS WHY THEY SHOULD COMBINE THEIR TWO HITS TO CREATE...

# THERAPIST MOVES TO... PARK



Watch!

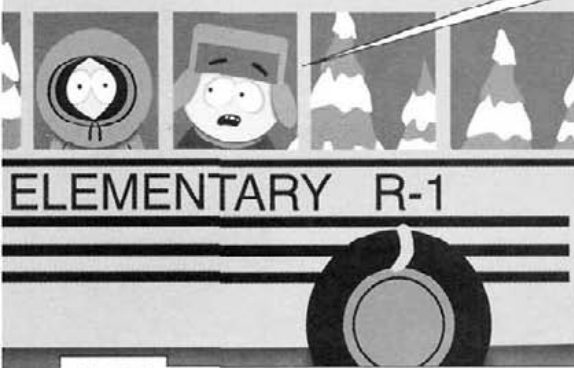
"Jesus and His Pals"

Monday at 9 p.m. on

The Gratuitous-Blasphemy Channel

Goin' down to  
*South Park*, even  
ugly to the blind!

**RACIST JOKES AND ETHNIC  
SLURS, KIDS WHO SWEAR  
LIKE @#%I-ING SAILORS!**



**STARVIN' MARVIN's  
Rib Joint**



Uh, Dad,  
tell me  
again  
why  
we're  
moving  
(gulp)  
here!!!

Ben, *South Park* is a virtual  
mother lode for a psychologist.  
There are more mentally-unbalanced  
people here, per capita, than anywhere  
else on Earth, except possibly a  
taping of *The Jerry Springer Show*.

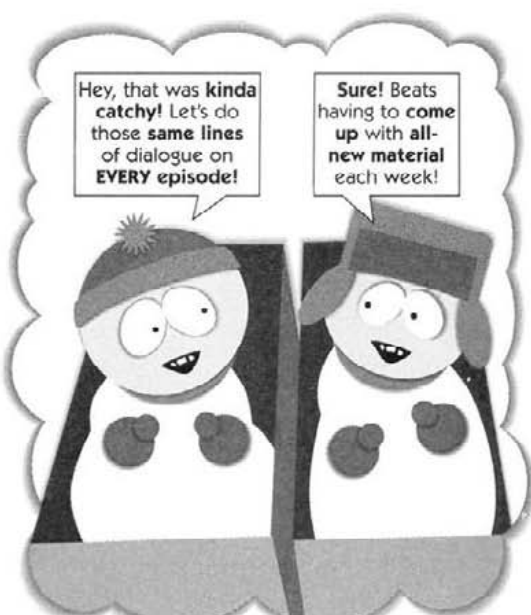
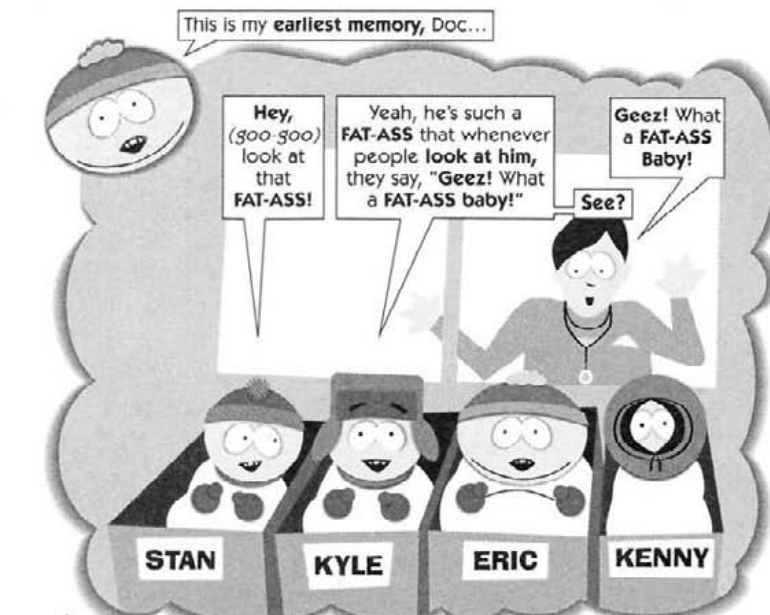
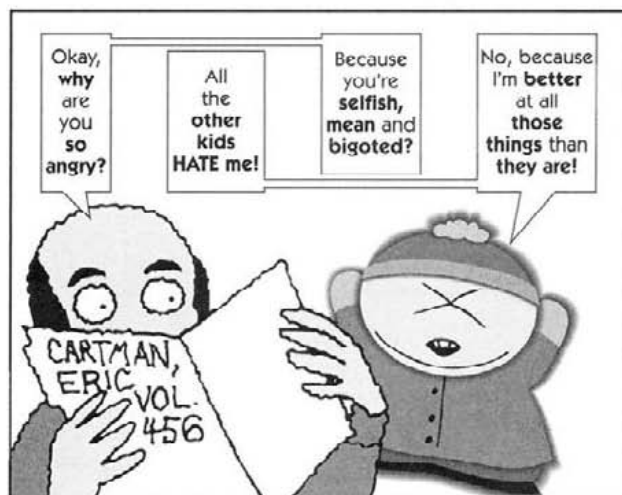
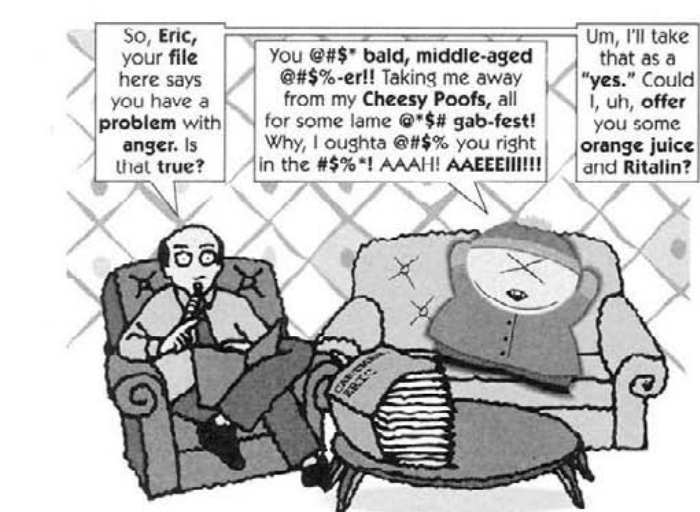
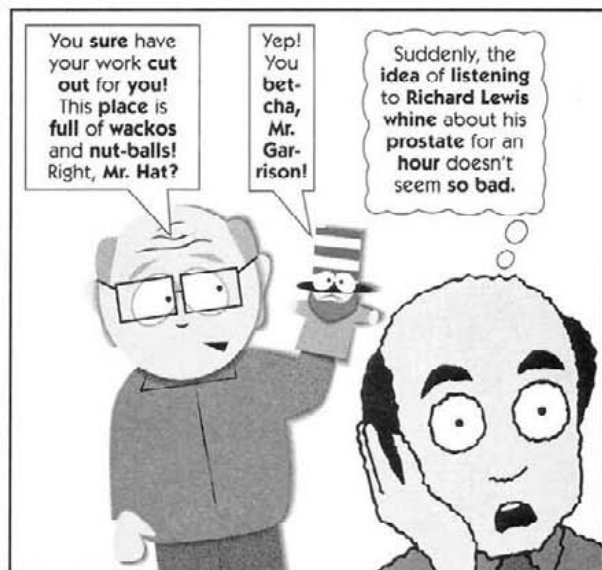
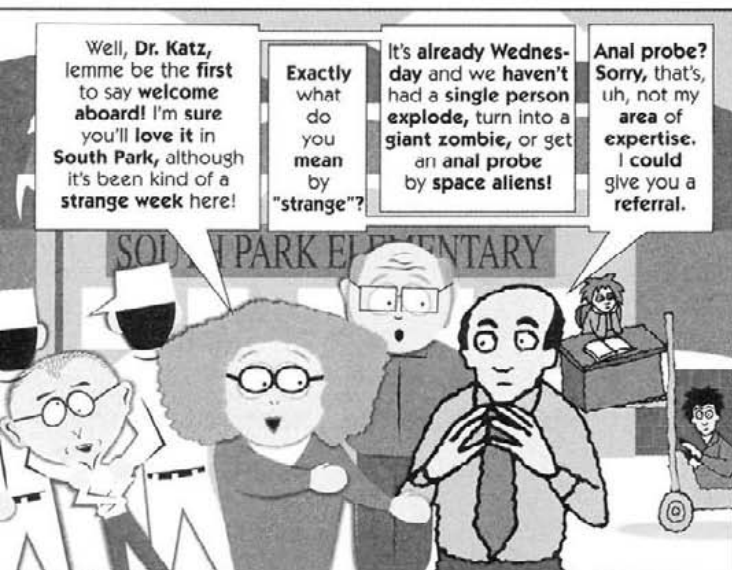
Wow!  
But what  
about  
your *old*  
practice  
back  
home?

I  
believe  
my job  
there  
is  
finished.

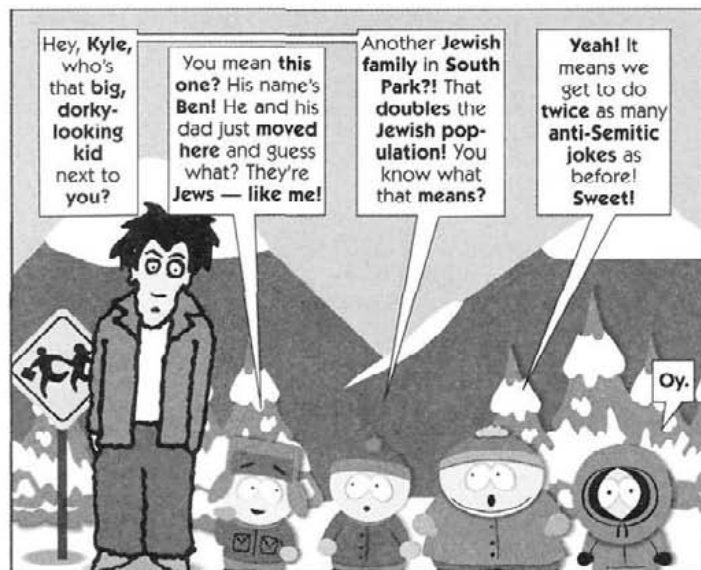
You  
mean  
you  
cured  
all  
your  
patients?

No, I mean my  
job is **FINISHED**.  
My patients got  
*together* and  
realized they'd been  
paying me for years  
and I hadn't helped  
any of them one bit.

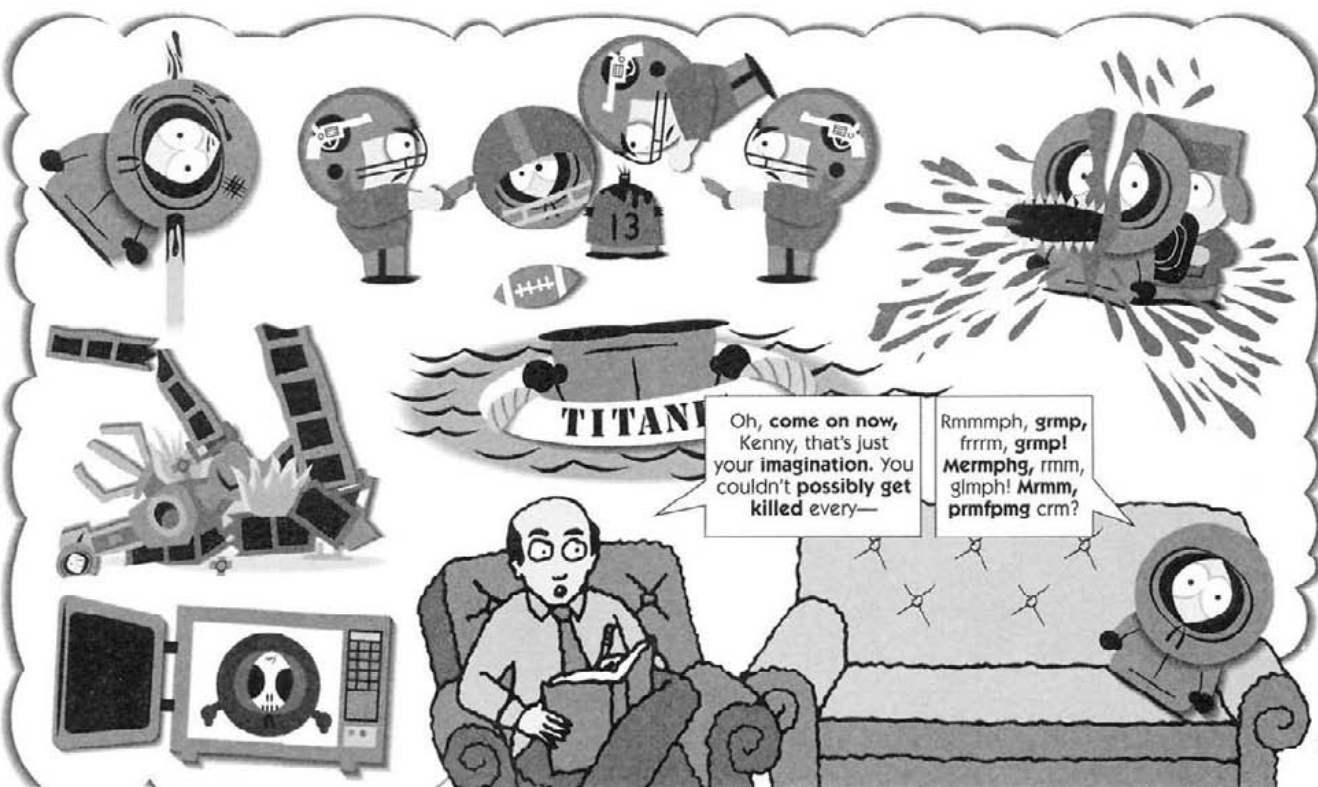
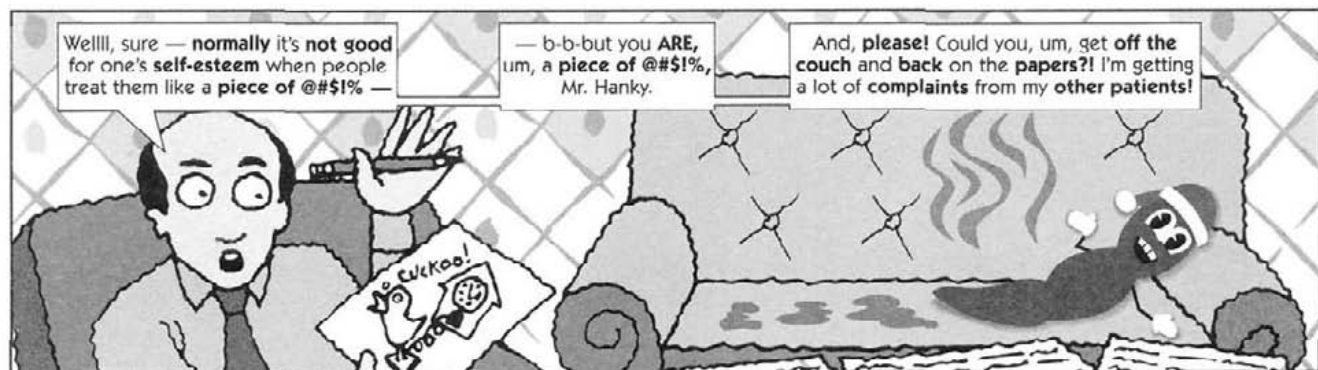








LATER THAT DAY...







# ONE FINE DAY AT THE CANDY STORE

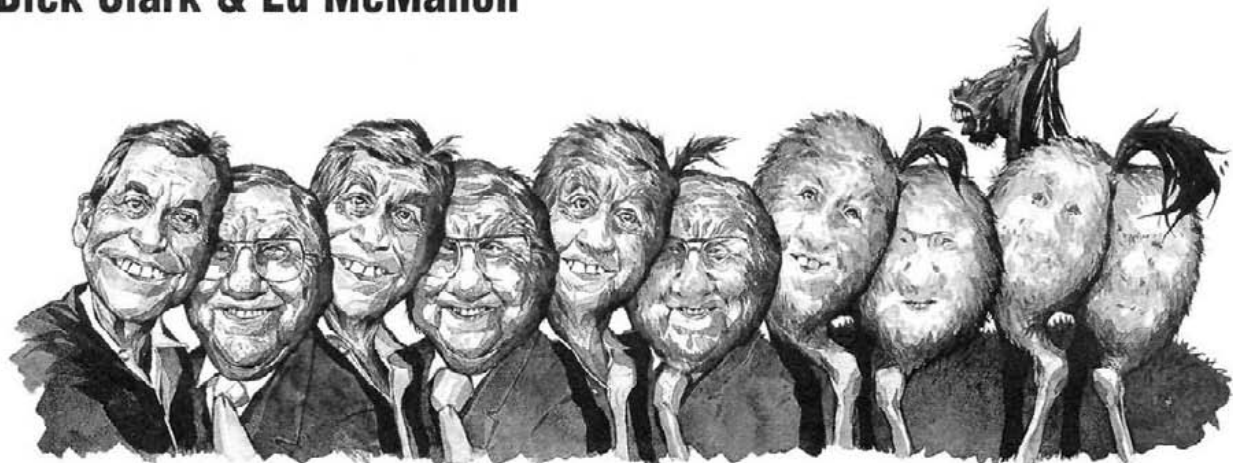




Someday, advanced computer technology will exist to expose a celebrity's true nature through digital anthropomorphizing transmogrification! Until then, we're stuck with...

# MAD

## Dick Clark & Ed McMahon



## Dr. Jack Kevorkian



## Monica Lewinsky





# MORPHS

**Latrell Sprewell**



**Al Gore**



**The Paparazzi**





REVISES DO LITTLE DEPT.

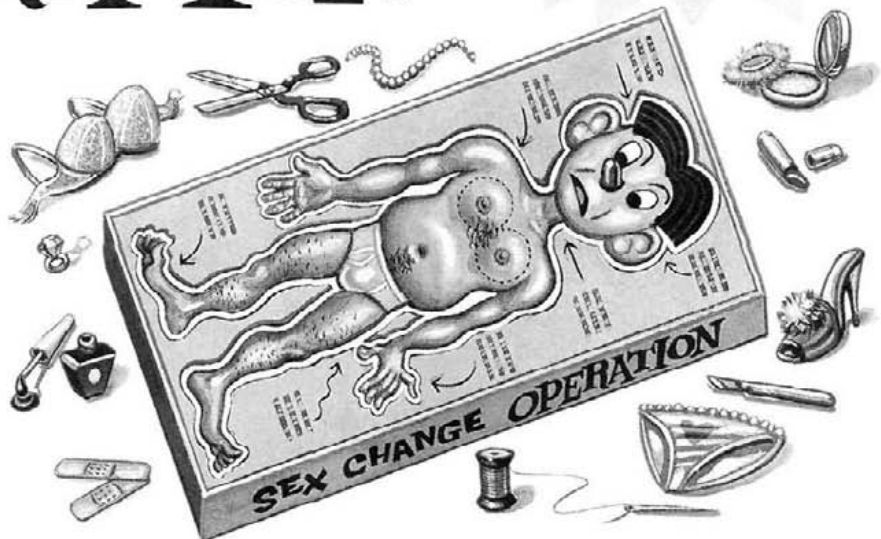
Every year toy manufacturers spend millions of dollars developing new toys for yet another new generation of fun-craving kids. Too bad these misguided merchants of mirth are wasting their time and money, because the best toys never go out of style. They just need a little tweaking to make them relevant to today's perverse world! It's with this in mind that we present...

# UPDATING

## SEX CHANGE OPERATION

Boys will be boys—  
unless they'd rather be girls!  
Hey kids! Now you can prepare  
for a lucrative career in the  
field of gender bending!

You're the Doctor, so sharpen up your scalpel and help "Roberta" (don't call her "Robert" anymore) fulfill his—er, HER dream! Carefully remove the offending organ and add the appropriate appendages without setting off the buzzer and free the woman trapped inside the man! For an even tougher challenge, try turning "her" back into a "him" before he—uh, she— or whatever it is, goes home for Thanksgiving!



# Clue

## The Modern Justice Edition

It was the **racist cop**, with the **tainted blood sample**, in the **FBI crime lab!**

No, it was the **slick attorney**, with the **race card**, in front of the **juror's box!**

Sure, the original Clue was fun to play, but it required a lot of patience and skill to solve the crime. Now comes this new version with clues so obvious that any moron can figure out whodunnit before the game's even set up! The object of this new game is to make sure the bungling cops, incompetent prosecutors, clueless judges and idiot jurors don't blow your case! Good luck, but remember — the odds are against you!

Check out our **ALL NEW GAMEPIECES...**



Confusing  
Coroner's  
Testimony



The Meddling Media



Tainted Blood



The Star-Struck Judge

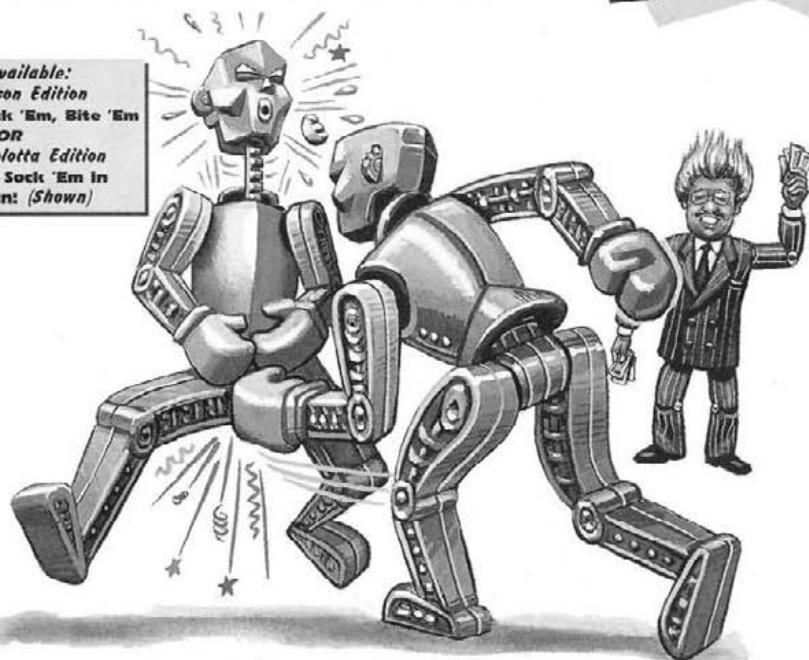


Race Card



# CLASSIC TOYS

Now Available:  
Mike Tyson Edition  
Rock 'Em, Sock 'Em, Bite 'Em  
OR  
Andrew Golotta Edition  
Rock 'Em, Sock 'Em In  
the Groin! (Shown)

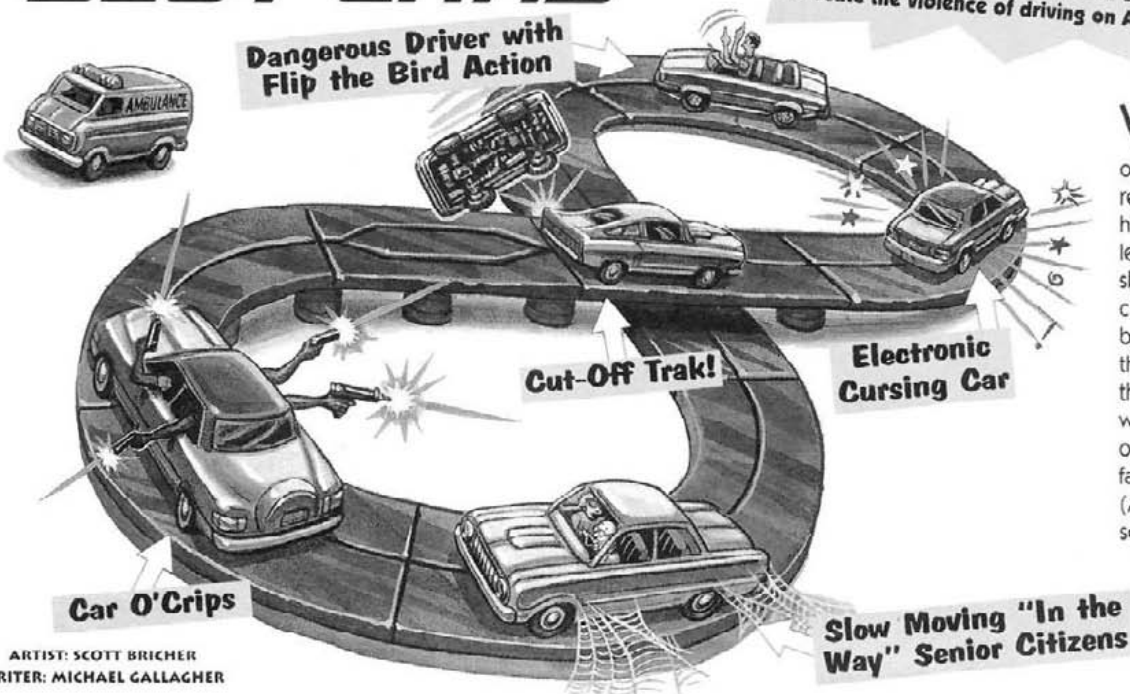


## BEAT 'EM, CHEAT 'EM ROBOTS

Now you can experience all the blood, sweat and rule-breaking of professional boxing! Each of these unique playsets features one of boxing's sleaziest dirty fighters! So go on, bite him in the ear! Punch him in the groin! Remember, it's not cheating unless you get caught — and if you do get caught, you can always find work with the WWF! (Swindling Don King Action Figure sold separately.)

## ROAD RAGE SLOT CARS

"Learn how to drive, you moron,  
or get the #@!\* off the road!"  
Finally, here's the first race car set that lets you  
recreate the violence of driving on America's highways!



When some jack-ass passes you on the right, get revenge by pumping his forehead full of lead! Teach that slow-moving senior citizen how to drive by bumping her off the road and over the railing! Comes with over 50 dangerous ways of causing fatal accidents! (Ambulance sold separately.)

ARTIST: SCOTT BRICHER  
WRITER: MICHAEL GALLAGHER

# MONROE &

Nothing is as scary as that certain night in October when the cold wind blows and everything's all orange and black! Forget the ghosts and the goblins, if you want terror, read on!





# HALLOWEEN

ARTIST: BILL WRAY

WRITER: ANTHONY BARBIERI









WE BRING YOU FLEETINGS DEPT.

A couple of years ago, we proved that Andy Warhol was right when he predicted that everyone will be famous for 15 minutes. And now we're back with a new collection of fast-fading celebs and such, as we offer up...



**A** is for Autumn

*Who caused quite a clamor;  
She blackmailed Bill Cosby,  
Wound up in the slammer.*

# THE ABC's OF 15 MINUTES OF FAME VOLUME II

ARTIST: DREW FRIEDMAN

WRITER: FRANK JACOBS



**B** is for Buddy

*By Clinton was tutored;  
Which raises the question -  
Which one should be neutered?*



**C** is for Cattlemen

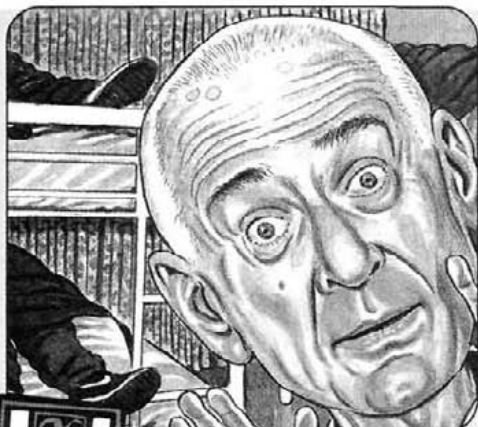
*To Oprah's relief,  
The judge said they had  
No legitimate beef.*



**D** is for Dolly  
Thank God, we can say  
Human moms prefer mating  
The old-fashioned way.



**E** is for Earl  
A blackhearted knave,  
Charging tourists admission  
To visit Di's grave.



**H** is for Heaven's Gate  
Gone the way of all Flesh;  
For more on cult wackos,  
See "K for Koresh."



**I** is for Independent Counsel  
Probed Clinton's affairs;  
Got sworn statements from Bimbos,  
Found nobody cares.



**L** is for Los del Rio  
In thin air they did vanish;  
Can anyone say  
"One-hit wonders" in Spanish?



**M** is for McCarthy  
Jen flopped on the air;  
Might have had a success  
If she'd done the show bare.



**F is for Flinn**

*Who might be flying yet  
If the joystick she played with  
Had been in a jet.*



**G is for Ginsburg**

*On talk shows galore —  
A third-rate attorney,  
A media whore.*



**J is for Jerky Boys**

*Whose phone-schtick struck Gold;  
Fans soon had their number  
And put them on hold.*



**K is for Koresh**

*Stood off Federal troops;  
Eighty-six wound up dead;  
Janet Reno said, "Oops."*



**N is for Nanny**

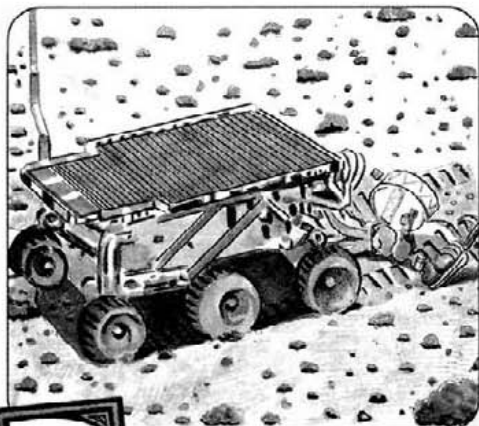
*Whose case caused a fuss;  
Beat the kid and the rap —  
How'd she do it? Beats us.*



**O is for Olympic Bomber**

*Poor Jewell took the heat;  
He's suing and winning —  
Hey, ain't revenge sweet!*





**P is for Pathfinder**

*Cruised Mars for a spell;  
Might be functioning still  
If they'd used Duracell.*



**Q is for Quinn**

*Her career went down hill;  
Once a hot-shot VJ,  
Now a Clearasil skill.*



**T is for Tripp**

*A real friend like no other;  
Hell, given the chance,  
She'd sell out her own mother.*



**U is for Unsightly**

*Newsweek's readers were spared  
When the septuplets' mom  
Had her smile...er, repaired.*



**X is for X-rated**

*If looking for action,  
Catch Tommy and Pam  
In their coming attraction.*



**Y is for Yothers**

*The Family Ties sis;  
Michael J got Spin City —  
She only rates this.*



**R**

is for "The Rules"

*A pre-marriage course;  
Its readers now want one  
That covers divorce.*



**S**

is for Soup Nazi

*On Seinfeld a corker;  
Today just another  
Obnoxious New Yorker.*



**V**

is for Virtual Pet

*We kept ours well-fed;  
But despite loving care,  
Like all fads it dropped dead.*



**W**

is for Willey

*Bill yearned for her bones —  
A step up in class  
If you've seen Paula Jones.*



**Z**

is for 'zilla

*A box office hit,  
Giving proof size does matter —  
The plot? Not a bit!*

*The alphabet's finished; We've wrapped up our list;  
Twenty-six made the finals — A couple just missed;  
And still they keep coming; Each year it's the same —  
People eager to grab fifteen minutes of fame;  
The creeps and the heroes, the bimbos and studs,  
The rappers and rockers, the Hollywood duds,  
The fast-buck promoters, the weirdos and flakes,  
The jocks and the moguls, the born-again fakes;  
In a couple of years you've our firm guarantee  
We'll have more than enough  
To fill up Volume 3.*



By day he appeared as a typical man in normal attire. But on any given dark night, cloaked in his black costume, cape and hooded mask, Bruce Wayne...er...Don Diego de la Vega appeared as Bat...er, ZORRO! So join us now as we prove any sword is mightier than the pen in...

# DUCK EDWING TAKES OFF

# THE

Tutored by the legendary Zorro himself, Antonio Cajones, a hapless thief, strove to become ZORRO, too!

No! No! You IDIOT!  
Try it AGAIN!



But soon enough he mastered the sword that will become the symbol of truth, justice, and the er...Mexican way!



Yes, ZORRO ONE, my master, I has LEARNED each of your LESSONS well! First, NEVER to use my sword with ANGER in my HEART!

But there was more to being ZORRO than just the sword! And here, too, Cajones was tutored by a master!



It is no wonder the evil Capitan Hate was relentless in his pursuit of ways to deal with ZORRO, his nemesis...

Have you DISCOVERED a way of DEFENDING AGAINST ZORRO, Sergeant Negron?

Yes, we have, CAPITAN HATE!



Corporal Torres and I have INVENTED SOMETHING that will SAVE US ALL!

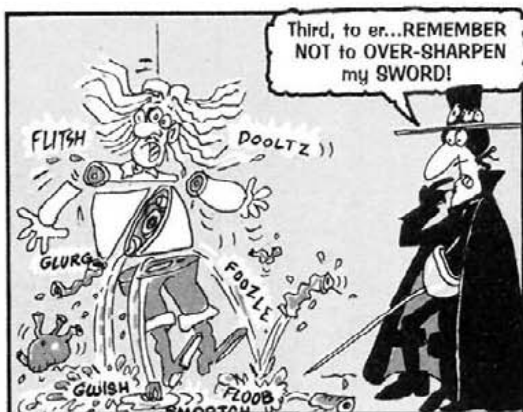
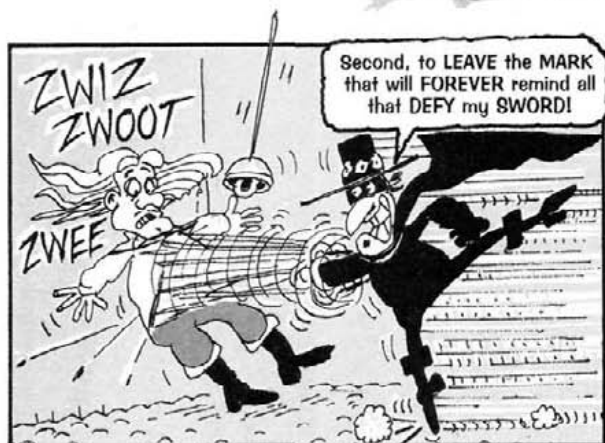


Ola! The ZORRO-PROOF VEST!





# MASK OF ZORRO



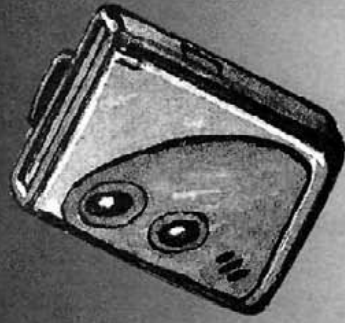


Est. 1991, bankrupt  
1992, back in business  
1993, Chapter 7  
1994, back in business  
1995, closed 1996,  
reopened 1997, not  
closed yet - 1998!

# UNCLE SLEEZE'S

Our guarantee: No one, no-  
where in the world, has more  
beepers, more cell phones or  
more high pressure salespeople  
than Uncle Sleeze!

## HOUSE OF BEEPERS & CELL PHONES Cell Phones & Beepers! Affordable at last!



From anywhere in the country,  
you can call home and say:

"I'm still at work."

"I have a flat tire."

"My plane is late."

"I left a loaded pistol in the bedroom."

"Murray won't give you trouble anymore!"

"A drug raid is going down!"

"Leave the money in small, unmarked  
bills or your husband's dead meat!"

Now you can  
keep in touch with your:

\*FAMILY \*FRIENDS  
\*CO-WORKERS \*BOOKIE  
\*PAROLE OFFICER

### DON'T BE CONFUSED!

Our knowledgeable salespeople will explain to  
you in **SIMPLE LANGUAGE** the difference between  
a beeper and a fire hydrant **AND** the difference  
between a digital cellular telephone and linguini!

**NEVER AN ACTIVATION FEE!\***

**NEVER A CONTRACT!! ALWAYS A CATCH!!!**

\*unless you want your beeper or cell phone activated

**FRIENDLY BUT UNHELPFUL SERVICE GUARANTEED AT UNCLE SLEEZE'S!**

We feature the entire line of MotorOldie Beepers and Cell Phones!

Our  
Cheapest Beeper!

**The Pre-Text  
Only \$29.95**

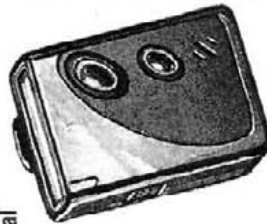
**NEW!**  
The  
**Pre-Text PLUS  
Only \$39.95**

Our Top  
of the Line  
Beeper!

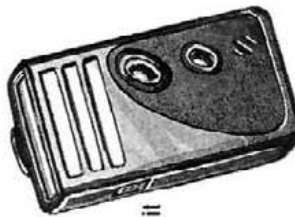
**The King!  
Only \$129.95**

Optional wheels for true portability, add \$39.95.

Holds six pre-recorded messages which are already there! To insure simple operation, you can't change, delete, send, or receive additional messages, but it's guaranteed to look stylish and costs just pennies a day!



All the impressive features of the Pre-Text, with the added flexibility of allowing you to receive three additional messages which can only be sent by us! And, amazingly, it still costs just pennies a day!



Send, receive, edit and store messages. Grate, chop, grind and puree fresh fruits and vegetables. Built-in spell checker and water purifier. Only beeper like it in the world! Weighs only 17 pounds!



### CALL ANYWHERE FOR JUST 3 CENTS PER MINUTE!

Whether you call your co-worker at the next desk, or a friend across the country, you pay the same exceptional LOW, LOW rate of 3 cents per minute! (Of course, if you would like the other party to be able to hear you, and you to be able to hear them, you'll want our "deluxe two-way speaking/hearing plan" at 47 cents a minute. Many people find the small extra expense worth it, especially for business calls!)

## OR CHOOSE FROM ONE OF OUR THREE GREAT MONTHLY PRICING OPTIONS!

**For only \$4 a month you get:**

No Minutes  
At no time  
Available in all 50 states

**For only \$10 a month you get:**

30 minutes  
Midnight to 12:30 a.m.  
In a state we pick

**For only \$30 a month you get:**

60 minutes • 24 hours a day  
In ALL the states we haven't been barred from doing business in by the Attorney General

Order our deluxe beeper/cell phone package now—  
and get a **FREE \$25.00 GIFT CERTIFICATE!**

Total Package Price: \$129.95

Same offer as above, w/o \$25 Gift Certificate: \$104.95

REMEMBER!

There's no annual contract when you sign up for 12 months!

## 6 Convenient Locations

11 Seventh Avenue, 13 Seventh Avenue, 15 Seventh Avenue,  
17 Seventh Avenue, 19 Seventh Avenue, 21 Seventh Avenue



**SPECIAL OFFER!**  
Order before you finish reading  
this ad and we'll give you  
**UNLIMITED FREE TALK TIME**  
when you're not using our  
papers or cell phones!

Customer may have to pay local and long distance calling charges and first class airfare that we bill to their credit card. Other charges include sales tax, excise tax, and excise tax (which we use to buy health club memberships for our employees). Free minutes in "home area" refers to people in your home within 18' of your cell phone. Unused free minutes cannot be carried over into the next month or used in the month they are good in. Other terms, conditions, exclusions, and limitations will apply as we think of them. Unlike other companies like AT&T, we DO NOT round off each second to the nearest minute! Rather, we round off each minute to the nearest hour for your convenience!

ARTIST: JAMES WARHOLA WRITER: DICK DEARBOUT





#### ASSAIL TO THE CHIEF DEPT.

As President Clinton completes his final term amidst a steady wave of controversy, the question America is asking is: What will his legacy be? Will it be his sending troops into Bosnia or having a mirrored ceiling installed in the Lincoln bedroom? Will it be single-handedly getting NAFTA approved or single-handedly getting McDonald's to add the 48-piece Chicken McNuggets to the menu?

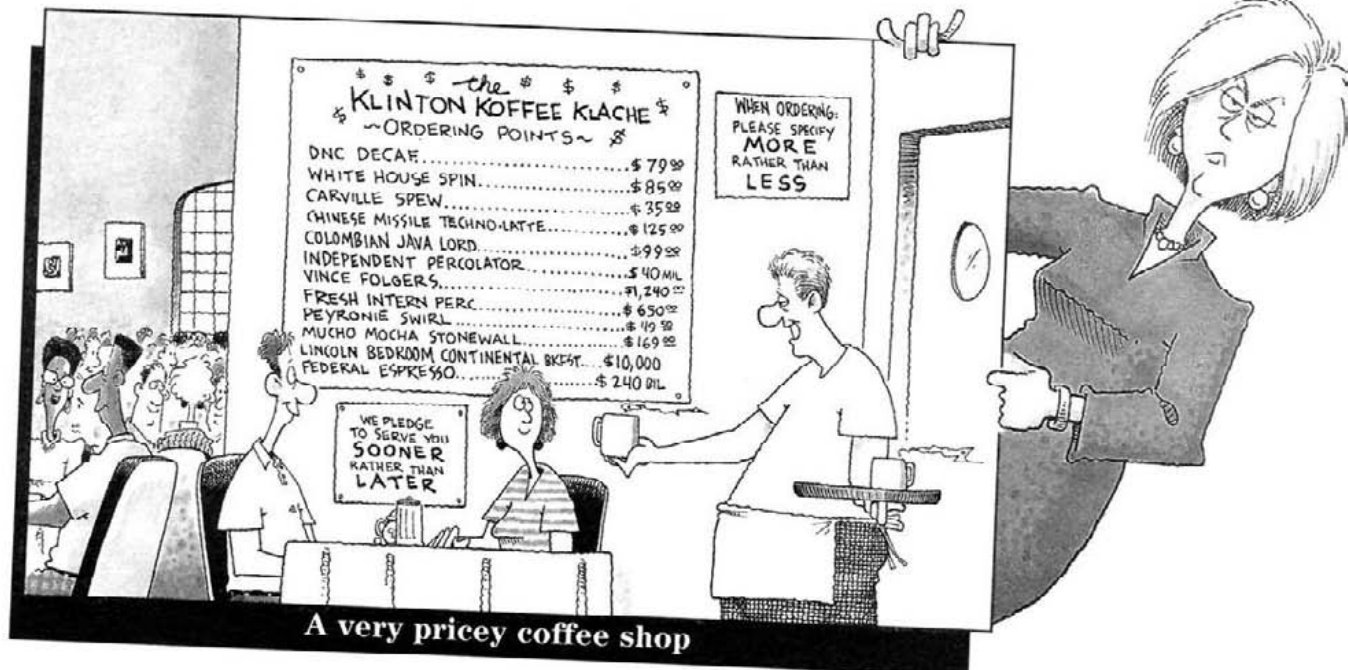
Perhaps you'll have a better idea how the 42nd Chief Executive will be remembered after you take a gander at these...

## PROPOSED FEATURES OF THE

# William J. Clinton PRESIDENTIAL LIBRARY



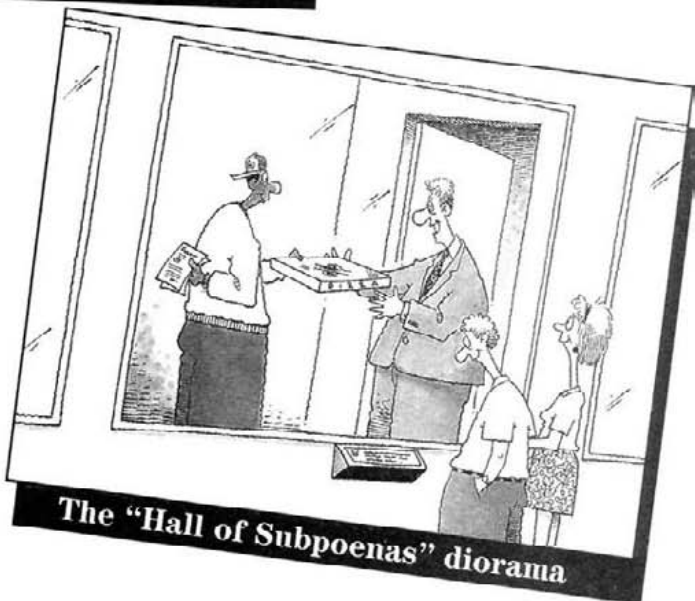
ARTIST AND WRITER: JOHN CALDWELL



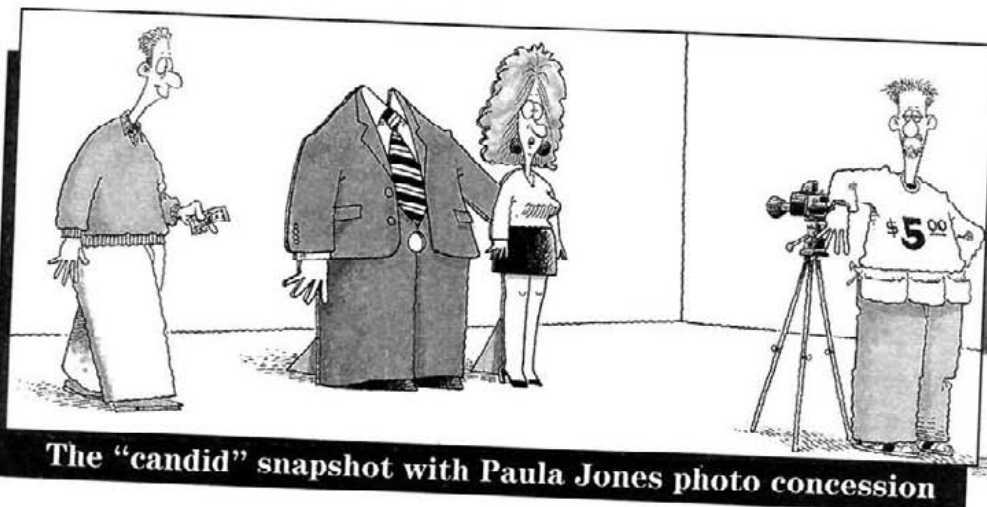
A very pricey coffee shop



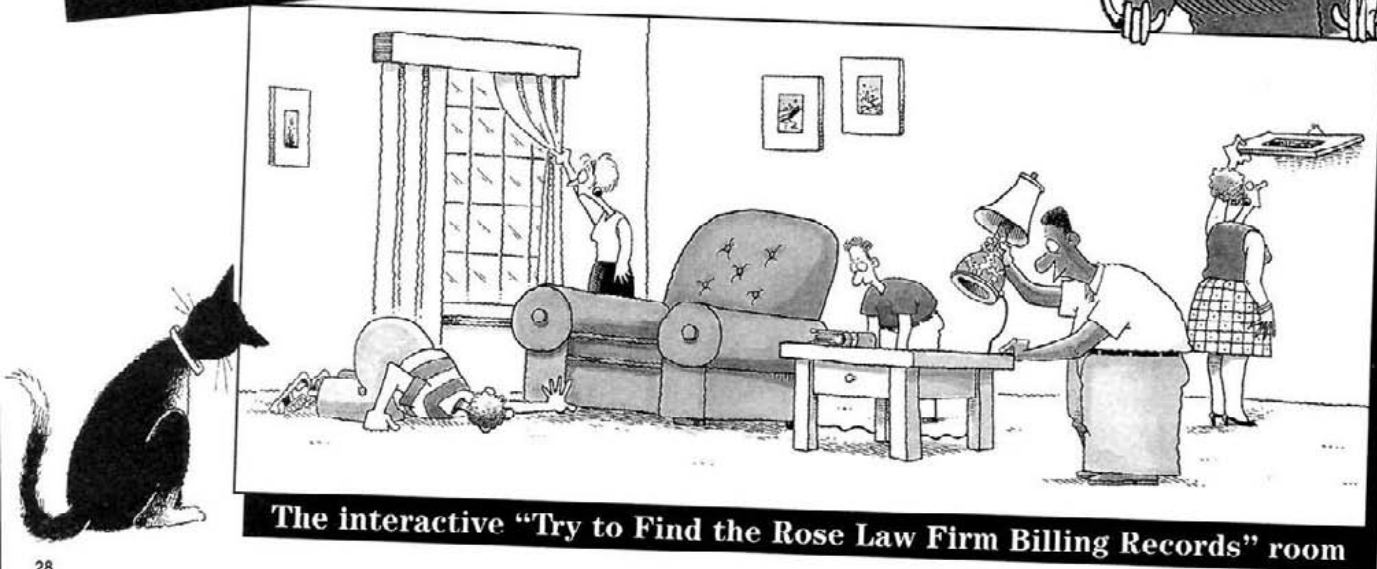
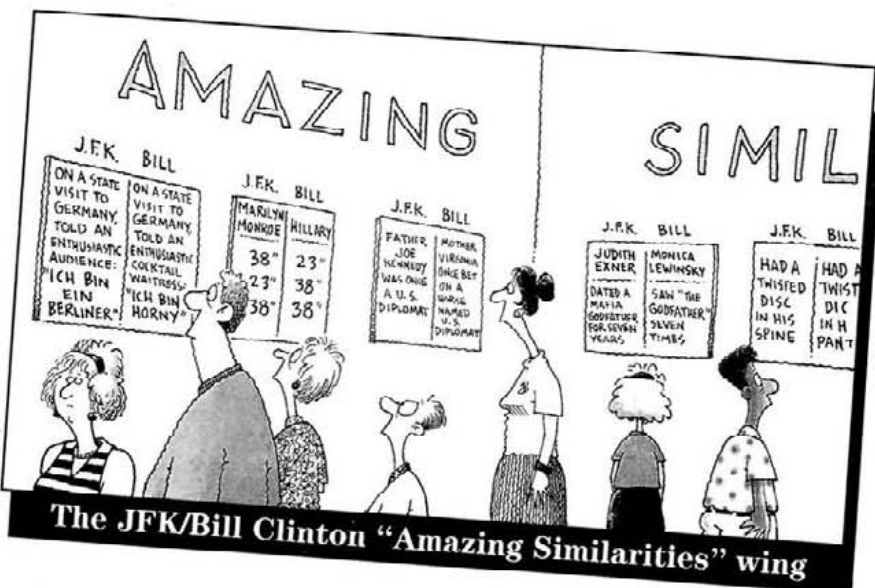
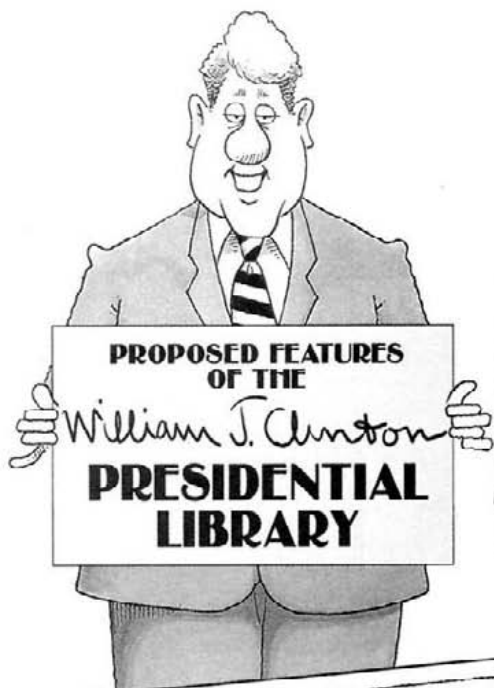
The "Great Wall of Contributors"



The "Hall of Subpoenas" diorama



The "candid" snapshot with Paula Jones photo concession

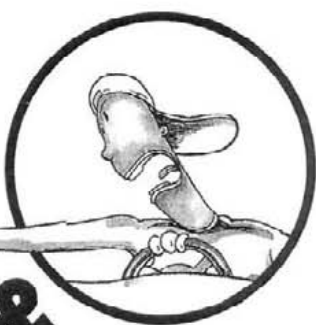






## THE SCHMUCKS STOP HERE DEPT.

There's nothing like getting into your car and hitting the open road with not a care in the world. That is until you hit a massive traffic jam and find yourself sharing the highway with these two yahoos! Here's . . .



# Melvin & Jenkins

## GUIDE TO THE RULES OF THE ROAD

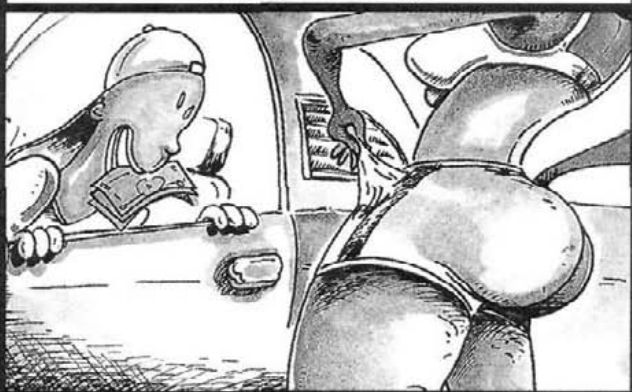
### Jenkins

Jenkins never sets out on a journey without making sure he has plenty of small bills and ample coins for any need that arises.



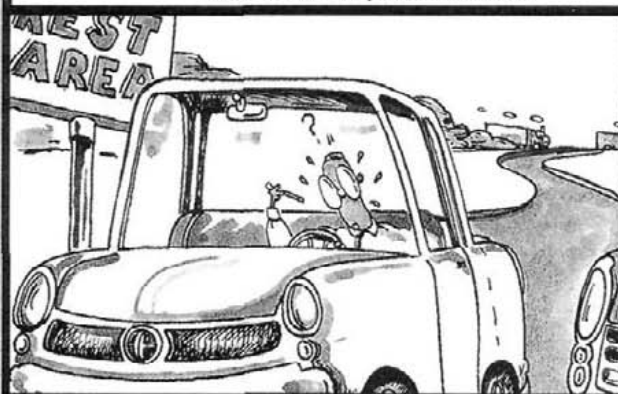
### Melvin

Melvin brings lots of singles too, because those conniving "roadside love hostesses" always claim they can't make change.



### Jenkins

Jenkins pulls over to a rest stop as soon as he feels ill, because a responsible driver needs to have all his reflexes and faculties in peak condition.



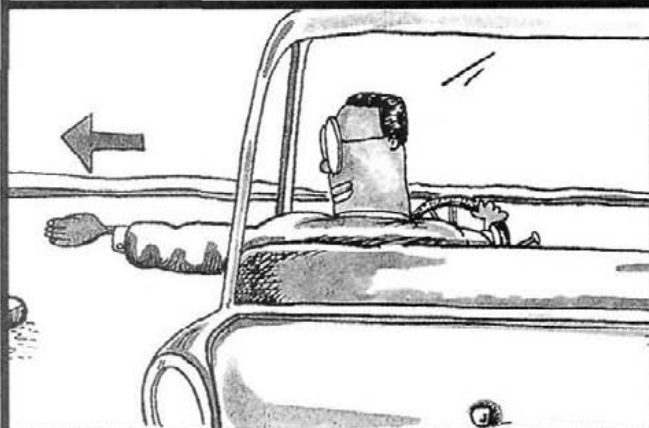
### Melvin

Melvin makes the nearest toll booth his own personal pukeatorium.



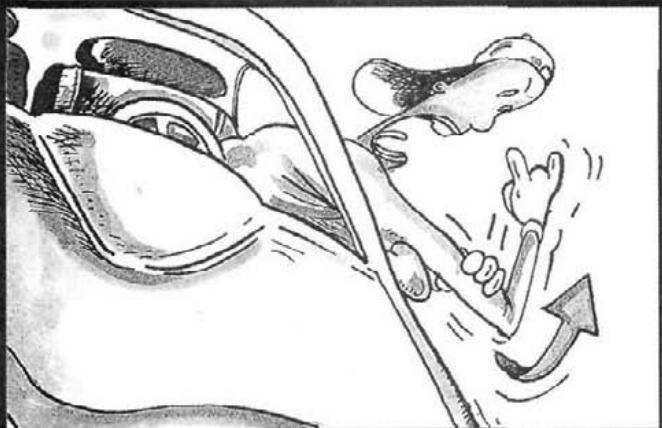
## Jenkins

Jenkins learns how to use all the appropriate hand signals.



## Melvin

Melvin's evocative array of hand signals would be considered appropriate only when invoking Sicilian death curses.



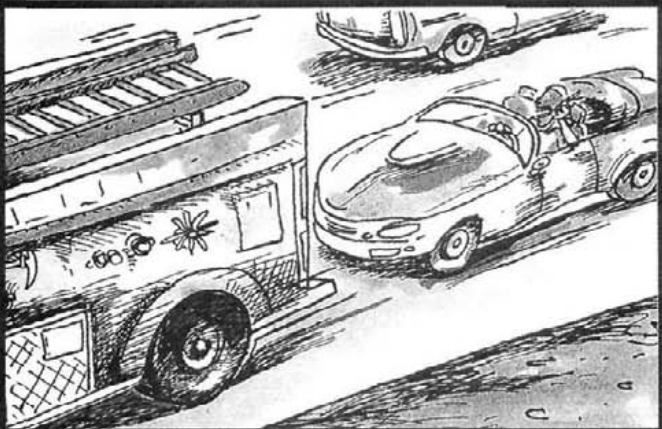
## Jenkins

Jenkins pulls over to the shoulder to allow emergency vehicles to pass.



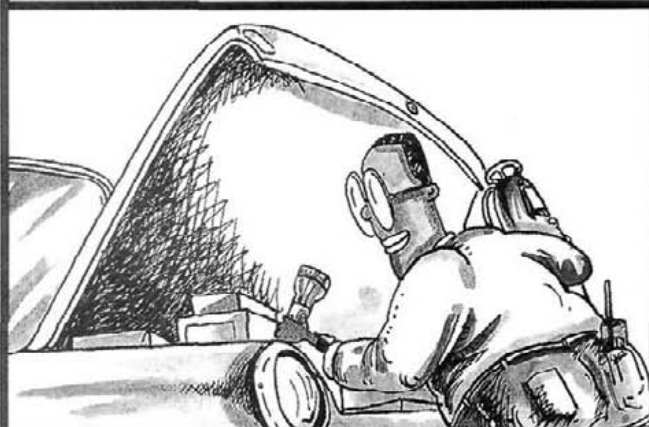
## Melvin

Melvin reports nonexistent fires across town, to ride in the backwash from a fire engine.



## Jenkins

Jenkins always keeps a tire jack, sparkplugs, a flashlight, a cellular phone and other items in the car, in case of a breakdown far from home.



## Melvin

Melvin knows that a Gameboy, the April 1995 *Penthouse Forum* and a quart of vodka will keep him thoroughly entertained until help arrives.



## Jenkins

Jenkins, to cut down on traffic and protect the environment, organizes a carpool with his co-workers.



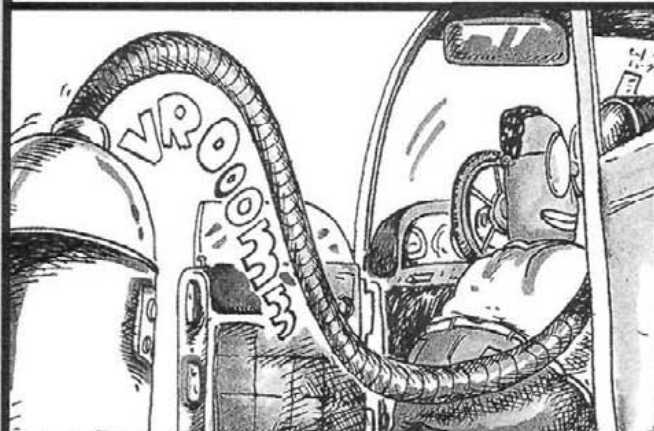
## Melvin

Melvin borrows a few stiff from his friend's mortuary every day and kisses the left hand rail of the multi-passenger lane all the way.



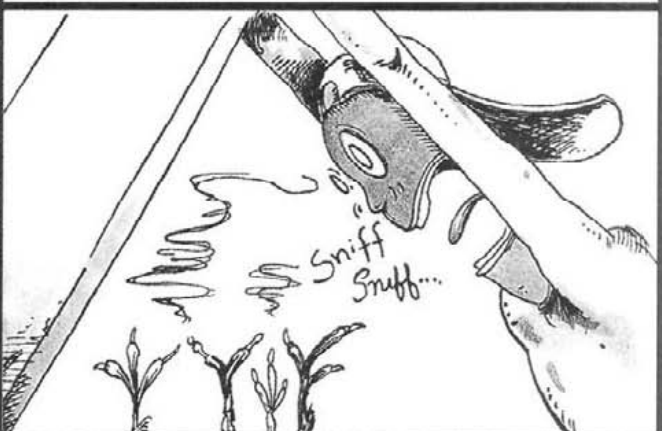
## Jenkins

Jenkins uses the vacuum at gas stations to keep his vehicle free of grit and debris.



## Melvin

Melvin opens his trunk for the first time in two years and screams, "Oh my God! Fluffy!"



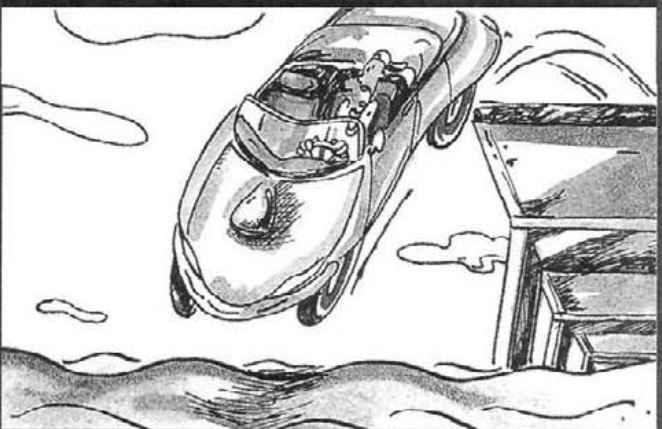
## Jenkins

Jenkins is resigned to his long wait at an open drawbridge.



## Melvin

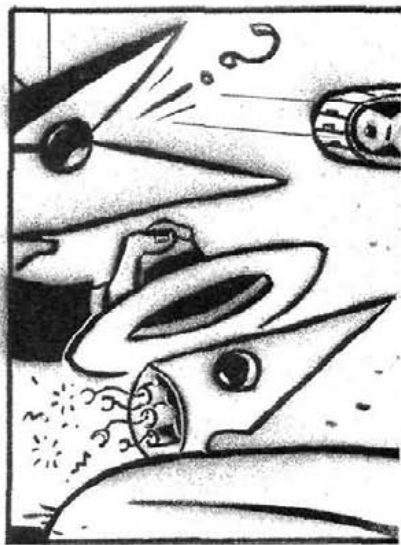
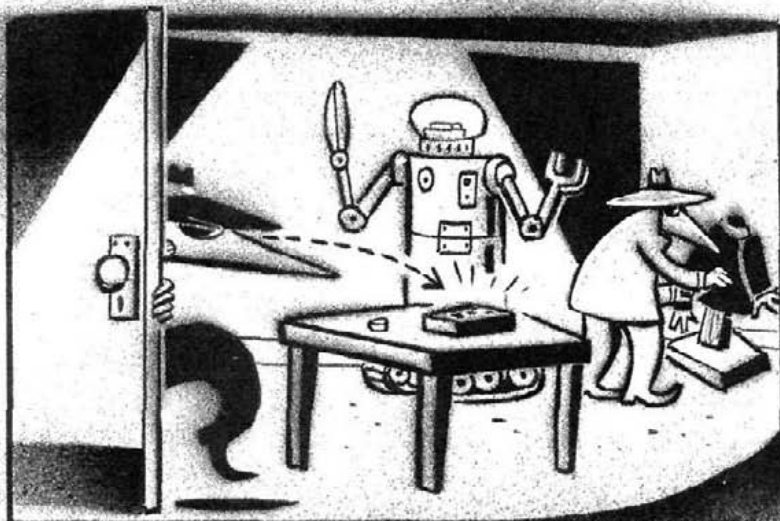
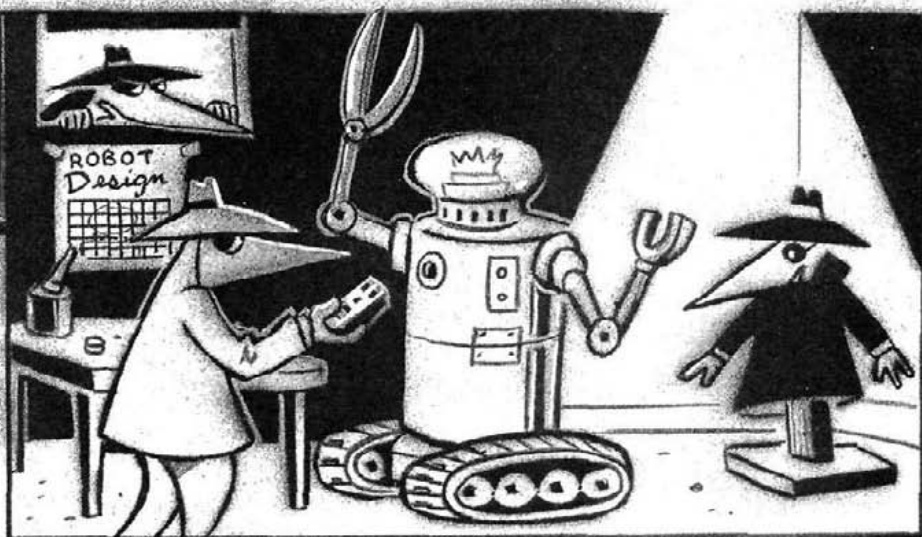
Melvin is so eager to finally try out his *Dukes of Hazzard* moves that he forgets the part where Boss Hogg always ended up in chest-deep water.





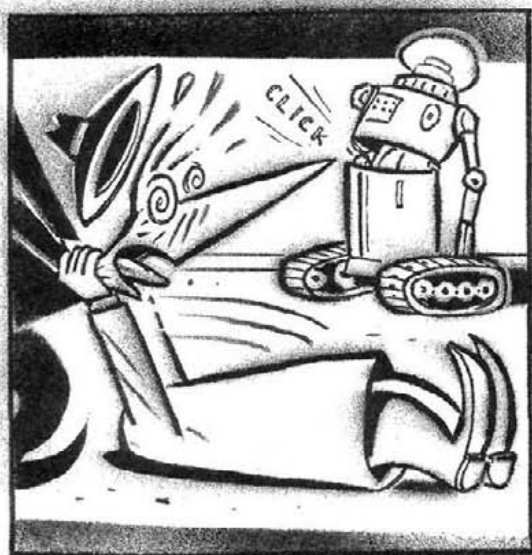
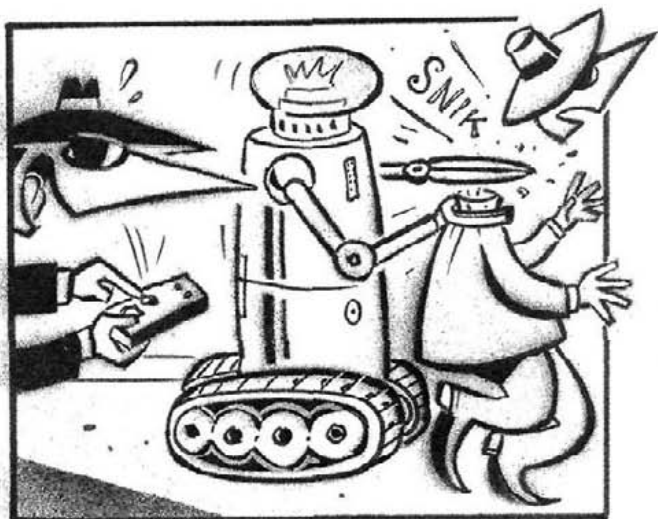
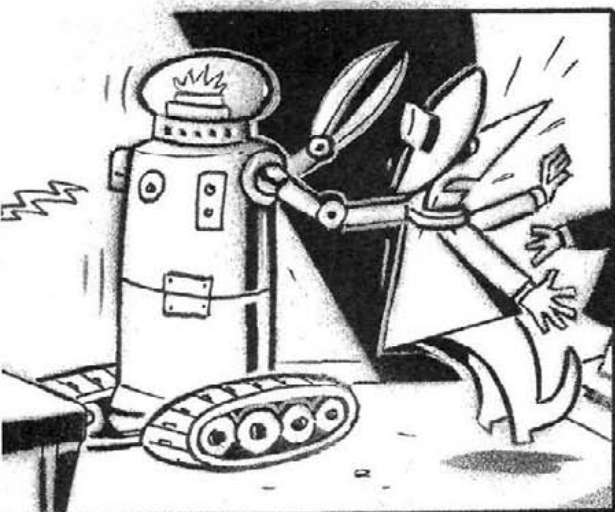
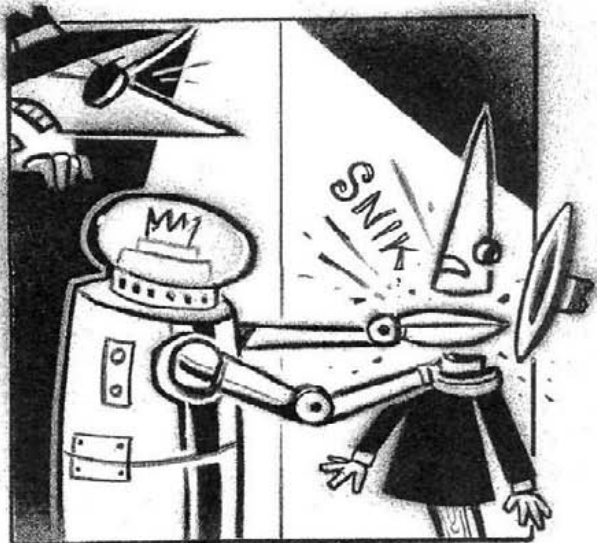
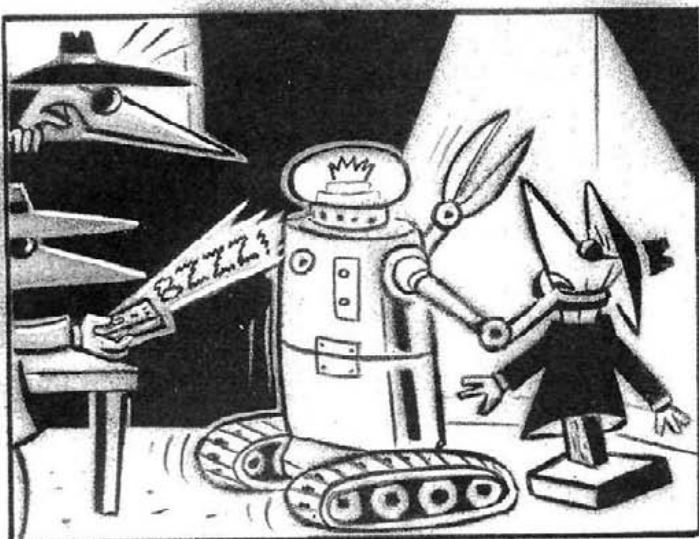


# SPY VS SPY



KUPER





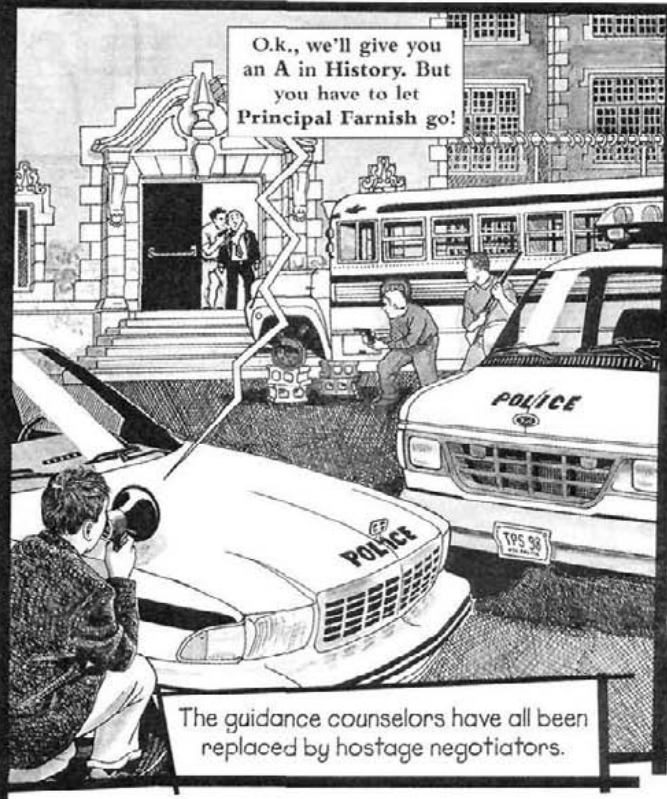


It used to be a universal fact that school was a relatively safe place for kids. The occasional bully threatening someone for their lunch money or picking fights at recess were the most dangerous things going on. These days, however, there are guns, knives and horny custodians to worry about! How safe is your school? Unsure? Well, if the daily locker searches and metal detectors aren't enough of a clue, here's MAD's...

# TIPOFFS THAT YOU GO TO A REALLY TOUGH SCHOOL

ARTIST: TIMOTHY SHAMEY

WRITER: BARRY LIESMANN





...And it is for these reasons we believe that Affirmative Action needs to be continued into the next century.



The debating team's idea of an effective rebuttal is to just give the finger.

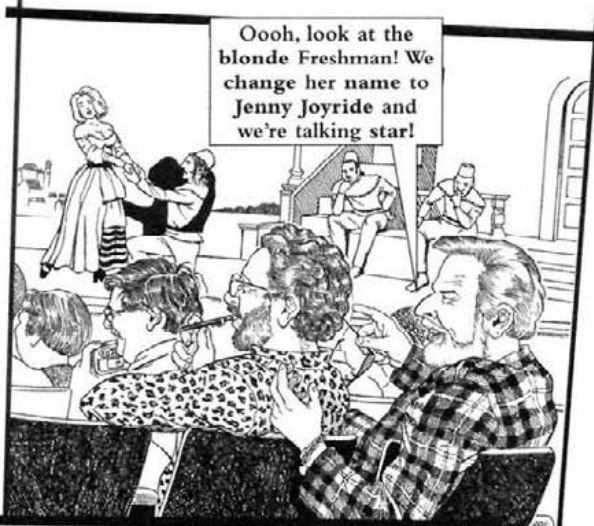


Most students get out of writing "What I Did on my Summer Vacation" essays by pleading the Fifth Amendment.



The detention hall ranks third on Amnesty International's list of Worst Hellholes on Earth - just ahead of Turkish Prisons and Chinese Labor Camps.

Oooh, look at the blonde Freshman! We change her name to Jenny Joyride and we're talking star!



The senior play is always eagerly attended by scouts from the porno industry.

So the deal is even after I show the class what's leaking blood in the sack we're talking no arrest and no jail time, right?



97% of all kids participating in Show and Tell first ask for immunity from prosecution.

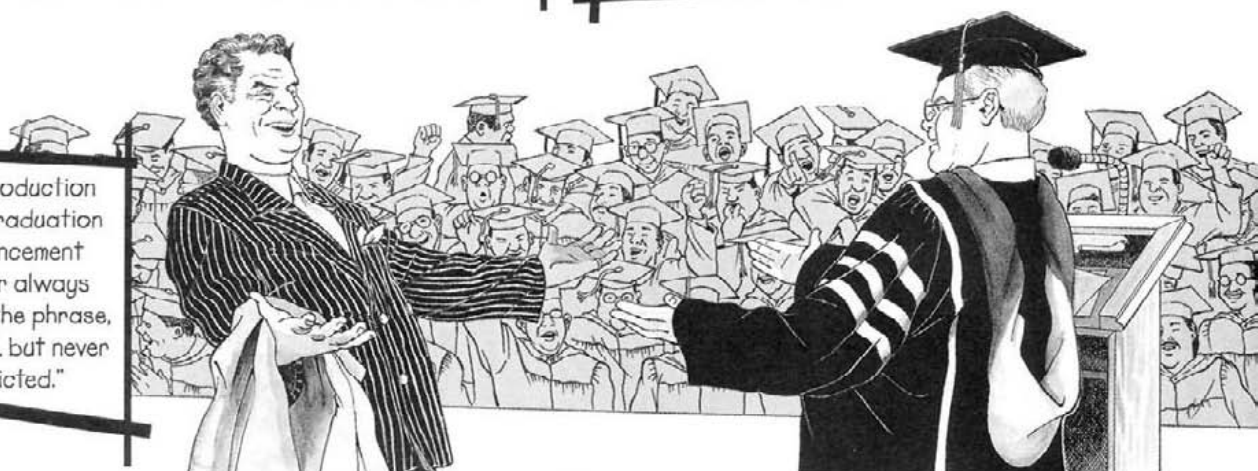


There hasn't been a class reunion in 20 years because the whereabouts of most former students are protected by the government's Witness Relocation Program.

English Composition class this year focuses on the proper punctuation of ransom notes.



The introduction of the graduation commencement speaker always includes the phrase, "Indicted, but never convicted."



If Tom lays \$15 on the six and \$10 on the hard eight and craps out, how much money did he lose?



Math is taught through the use of a floating craps game.



Your school's alumni population decreases every time another state brings back the death penalty.



# A MAD LOOK AT DENTISTS











THE TRUTH IS IN THERE DEPT.

What's in a name?  
Something that sure as  
hell doesn't smell as  
sweet as a rose!  
Here's MAD's...

ARTIST: RICK TULKA  
WRITER: RUSS COOPER

THE  
SEQUEL

# INSTANT MOVIE REVIEWS:

A PERFECT MURDER

AUSTIN

GROSSE POINTE BLANK

JOHN CARPENTER'S ESCAPE FROM LA

BARNEY'S GREAT

THE LAND BEFORE TIME IV: JOURNEY

A VERY BRADY SEQUEL









# GREAT BALLS OF DIRT DEPT.

I am Charlton Heston! Woe! Beware the wrath of the Lord! I have shared a trailer with God and He is angry! He warned of Armageddon! He warned of Doomsday to be visited upon Earth! He warned of fires and explosions and ear-splitting Dolby sound so thunderous that theaters would shake and popcorn would spill! He warned of mega-hype, or no story, of confusing camera cuts, of a battalion of screenwriters producing drive!! He predicted huge holes in the Earth and even bigger holes in plot points! There will be quakes! This can happen again! It's only a question of when! Yes, a great disaster shall befall the planet in films which is why...

Run! It's ANOTHER asteroid-threatens-the-Earth movie!

Yikes. New York City is in trouble again!

This is the third one to belt us this summer! First *Deep Impact*, then *Godzilla* and now this disastrous disaster! Why don't they leave us alone?

Yeah! Just for once why don't they aim at Nashville!

This is not good! A giant asteroid is on a collision course with Earth and will destroy all life as we know it!

Yeah, including lawyers and cable repairmen! So there's an upside!

NO BOINKING

What ever happened to nice, quiet little Alan Aida comedies? Nobody ever explodes in an Alan Aida movie!

I miss those neurotic-but-non-hazardous Woody Allen movies! The worst damage? A lobster gets loose in the Hamptons!

# AHM-A-GETTIN'

(THE HELL OUTTA HERE!)

ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN



In this movie they select you to save the world!

Six billion people on this planet! Why'd they pick me?

You're the world's best deep-core driller, you're courageous and mainly because Harrison Ford was tied up on another film!

I'm the mayor of New York! I'm here to calm down the people of all three boroughs!

Mr. Mayor, New York has FIVE boroughs!

Not any-more!!

THANKS FOR MOVING THE STADIUM...

Geez! What the hell happened to him?!

That's Stanley Myron Kaplowitz, a victim of every movie disaster ever filmed in New York!

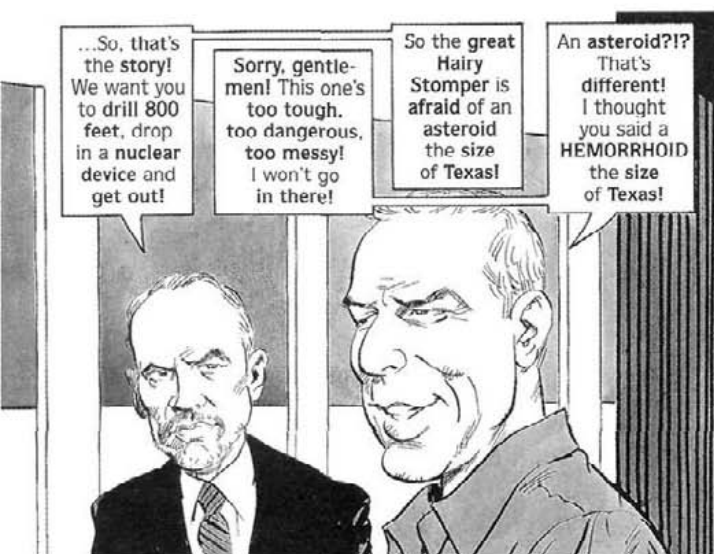
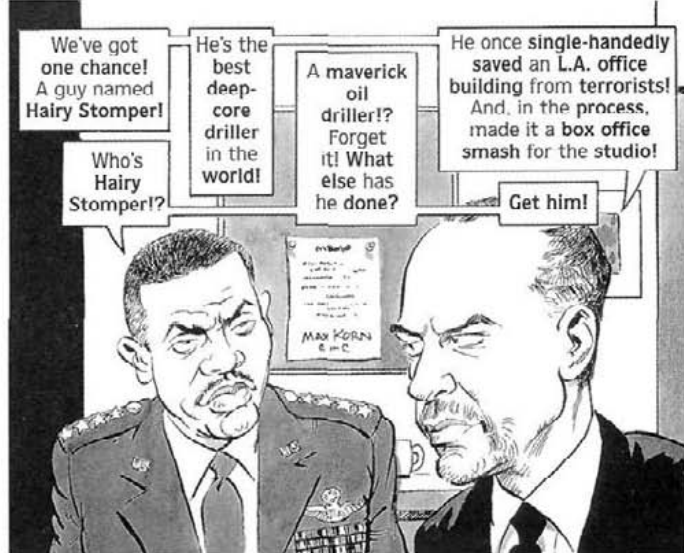
You're kidding!

He was haunted in *Ghostbusters*, blasted by aliens in *Independence Day* and took a stray bullet in *The Godfather*! Right now he's on his way to Woodside Cemetery!

Woodside Cemetery? Why?

He's visiting the grave site of his grandmother who was crushed by King Kong!







They're my trusty team of ex cons, wise asses, misfits and womanizers! I love these guys! Let me introduce them: The Deadbeat Dad, the Wise-Cracking Pervert with the High IQ, The Surfer, the Large Token Black and a Big Fat Guy!

They're pathetic! Where the hell did he find them?

If the Village People and the A-Team had children, it would be this group!

Gentlemen, welcome to the NASA Training Center!

I'll be Han Solo! You be Chewbacca!

I'll be Princess Leia!

They're maniacs! They're not mentally equipped for space flight!

They're not mentally equipped for The Jerry Springer Show!

I'm Chewie? No way! I'm Solo!

I'll be Spielberg!



First New York, then Shanghai and now Paris is getting nailed!

Those meteor-ites have in credibly good aim! Notice They're only hitting major landmarks in major cities!

Before we save the planet, my men and I have certain demands!

Bear wants you to bring back Family Matters!

Briar wants you to put Tony Danza's face on the Silver Dollar!

Crockhound wants the new national anthem to be "Louie, Louie"!

Tough! But I guess that can be arranged!

And we all want to get off this flop and be cast in the next Star Wars trilogy!

Impossible! We need you on the launch pad! The Doomsday Clock is ticking!

Demands...?

Well...okay!

And...?



I wish I were up there with you!

No, Grassy! We have enough monotonies on my shuttle! Your place is here, at mission control!

He's right, baby! Make yourself useful down here!

I will! I'll stay back here quietly weeping, making sure I look good against all the patriotic backdrops!

That's my girl!



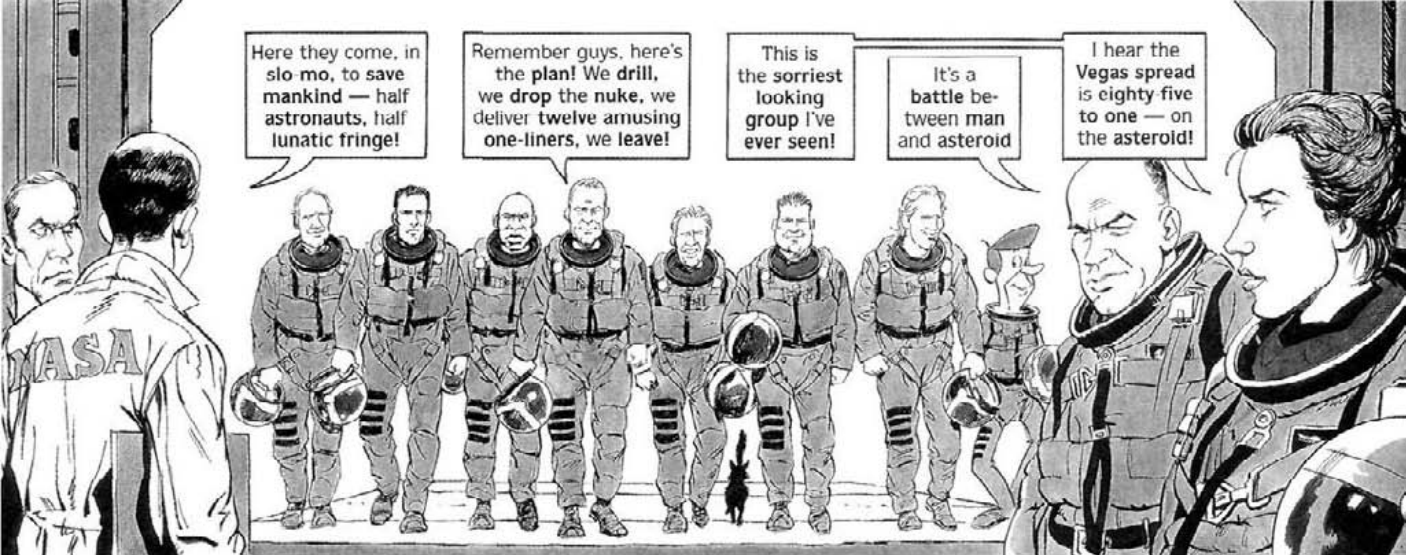
I'm leavin' on a jet plane...

Don't know when I'll be back again...

Wow! My stud boyfriend and his airmen buddies serenading a girl in public! How'd they ever come up with that?!

Easy! They rented Top Gun!





Here they come, in slo-mo, to save mankind — half astronauts, half lunatic fringe!

Remember guys, here's the plan! We drill, we drop the nuke, we deliver twelve amusing one-liners, we leave!

This is the sorriest looking group I've ever seen!

It's a battle between man and asteroid

I hear the Vegas spread is eighty five to one — on the asteroid!



We have thrust!  
Good thing she left her husband at home!

We have lift-off!  
We have vomit!

Beam me up, Scotty!  
We're going to kick asteroid!

Look at me! I'm going Good Drill Hunting!

Hey! There's a chick pilot on board! Maybe we'll test the Big Bang Theory!

Houston, we have lift-off of our twin shuttles, Dumb and Dumber!



Welcome to my pathetic Mir Space Station pit stop in the middle of nowhere! Have a vodka!

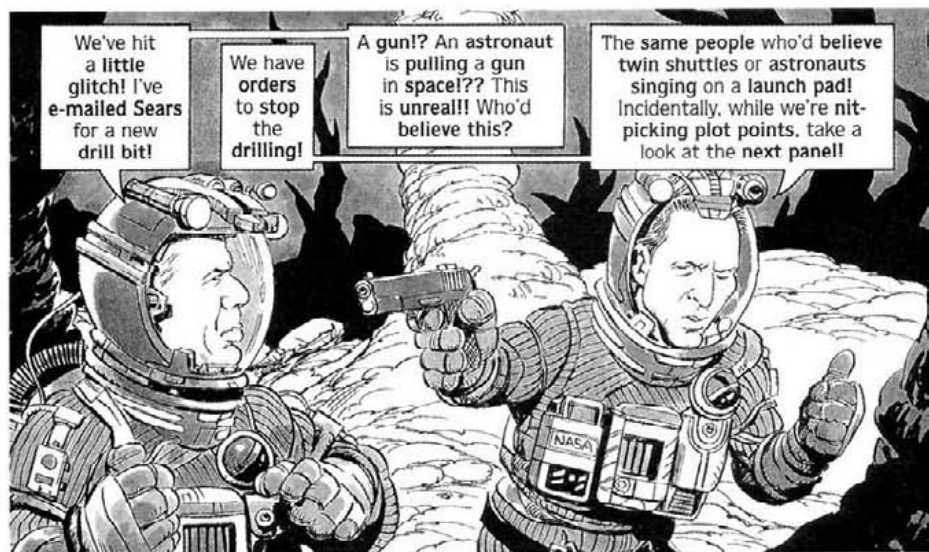
We don't drink in space!  
Then have an explosion!

We don't explode!  
You do NOW! Here is first of many near miss, close-call sequences!



Let's chew this iron bitch up!  
They say in space, no one can hear you scream!

Unfortunately, in space, we can still hear dialogue like that!



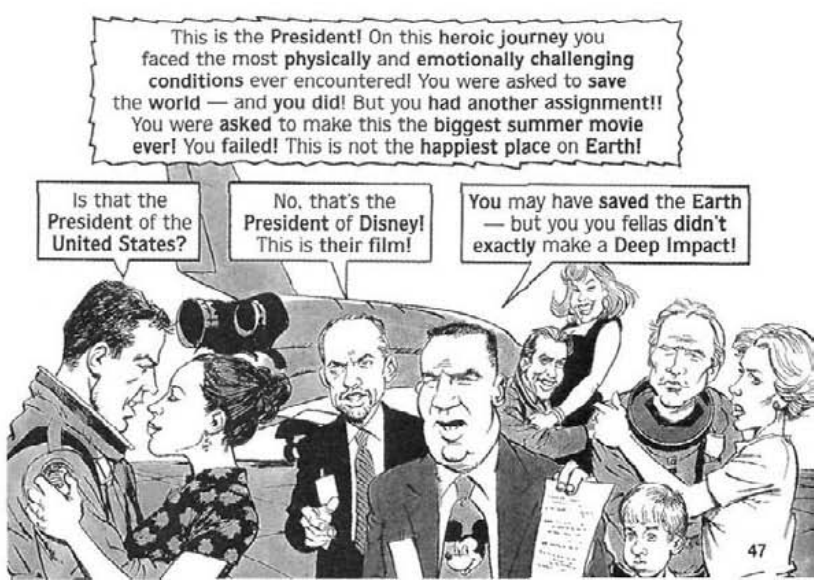
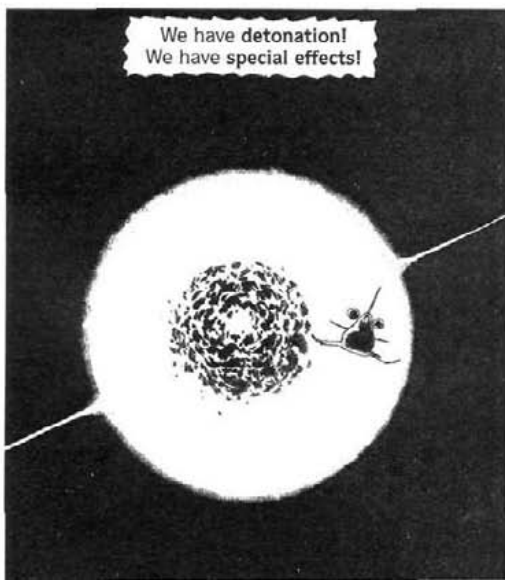
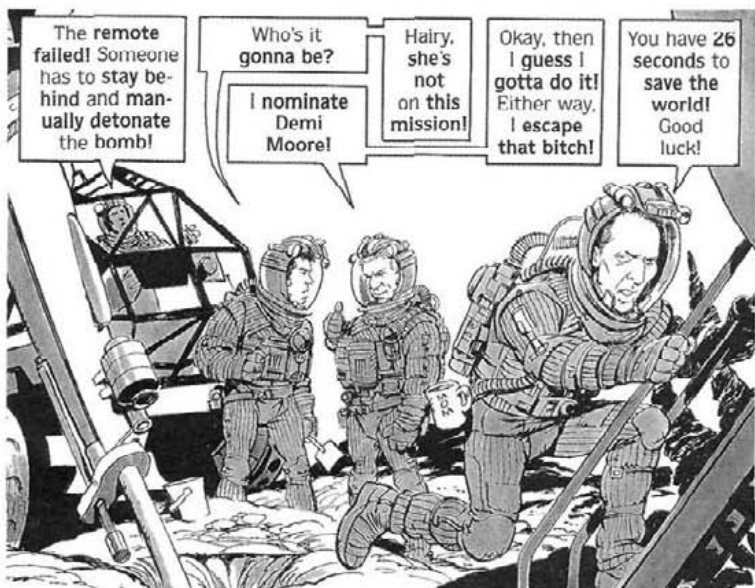
We've hit a little glitch! I've e-mailed Sears for a new drill bit!

We have orders to stop the drilling!

A gun!? An astronaut is pulling a gun in space!? This is unreal!! Who'd believe this?

The same people who'd believe twin shuttles or astronauts singing on a launch pad! Incidentally, while we're nit-picking plot points, take a look at the next panel!





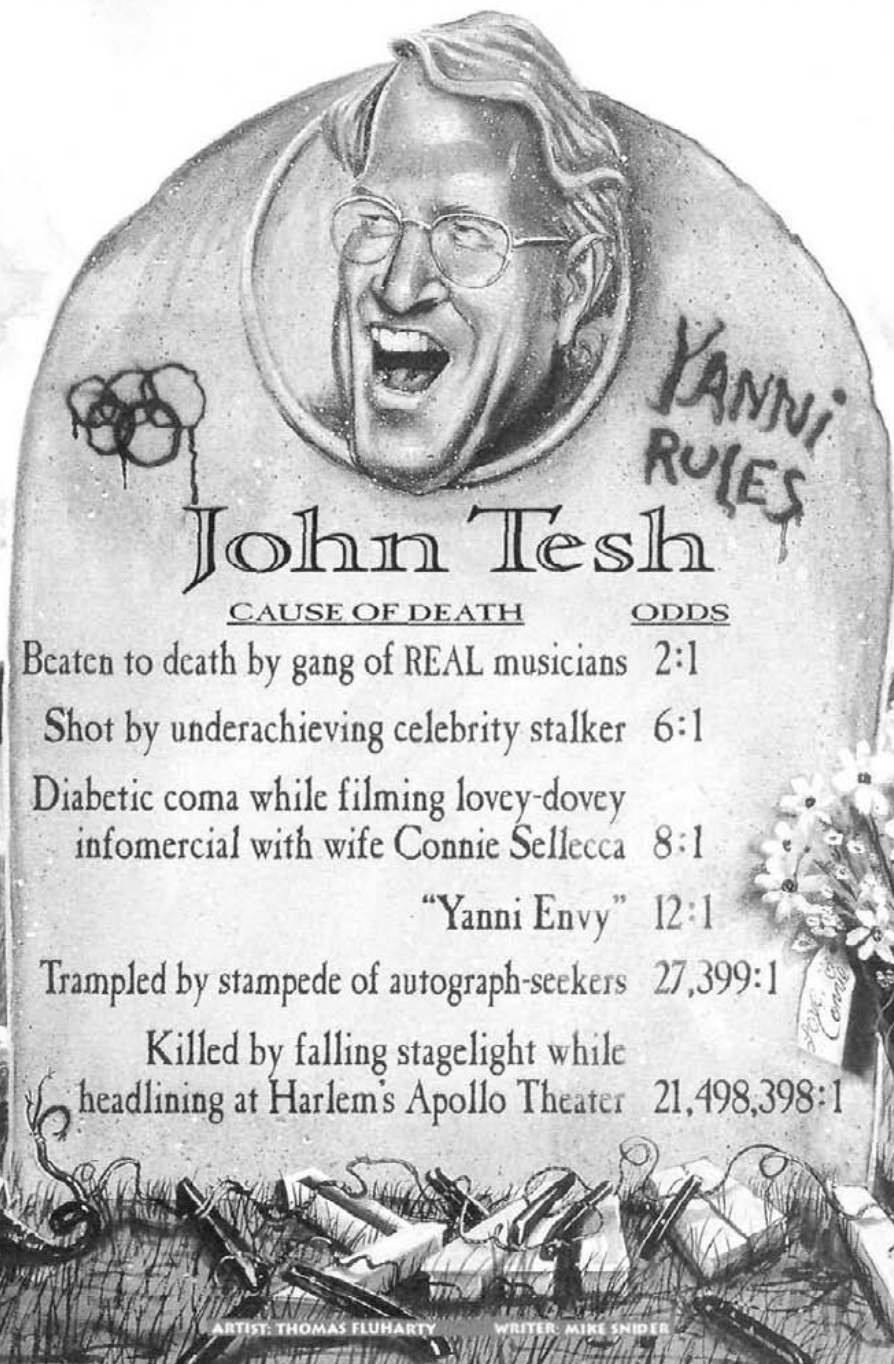


GRIEVING LAS VEGAS DEPT.

# MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to settle in for that long dirt nap!

**THIS MONTH'S CREMATION CANDIDATE:**



John Tesh

CAUSE OF DEATH

ODDS

Beaten to death by gang of REAL musicians 2:1

Shot by underachieving celebrity stalker 6:1

Diabetic coma while filming lovey-dovey  
infomercial with wife Connie Sellecca 8:1

"Yanni Envy" 12:1

Trampled by stampede of autograph-seekers 27,399:1

Killed by falling stagelight while  
headlining at Harlem's Apollo Theater 21,498,398:1

ARTIST: THOMAS FLUHARTY

WRITER: MIKE SNIDER



**WHAT HAS  
BECOME THE  
HOTTEST  
STAND-UP  
ROUTINE IN  
THE COUNTRY?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Getting up in front of an audience is never easy. The competition is fierce and the pitfalls are many. There is a new stand-up routine on the scene that has people around the country applauding. To find out what this stand-up routine is, fold page in as shown.



**FOLD PAGE OVER LIKE THIS!**



**FOLD THIS SECTION OVER LEFT**



**FOLD BACK SO "A" MEETS "B"**



**THE MAIN THRUST OF STAND-UP ROUTINES IS MAKING  
PEOPLE DELIRIOUSLY HAPPY. BUT TO BE  
VIABLE, PERFORMERS MUST BE LOVING AND INGRA-  
TIATING SO THAT ALL CONCERNED ENJOY**



**ARTIST AND WRITER: AL JAFFEE**





# A BRIEF HISTORY OF MUSIC



ARTIST AND WRITER: PETER KUPER